NOVEMBER 1957

Traffic Safety

FORMERLY PUBLIC SAFETY

A NATIONAL SAFETY COUNCIL PUBLICATION

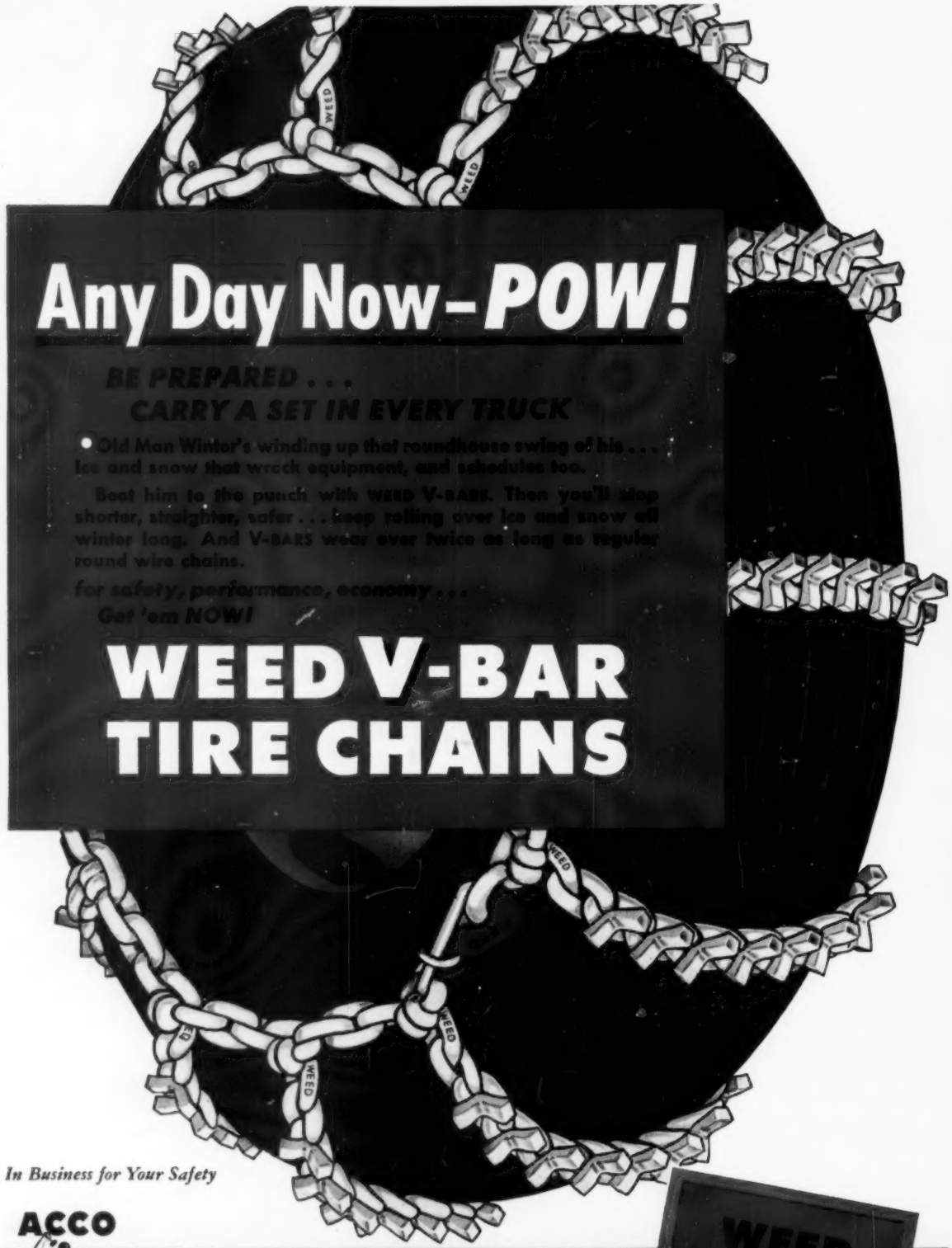
TIME FOR DECISION

Here's why we are falling short in highway safety

THE TEENAGE REBEL and His Weapon— The Automobile

Photo Report –

How a Traffic Engineer Pinpoints a Hazard



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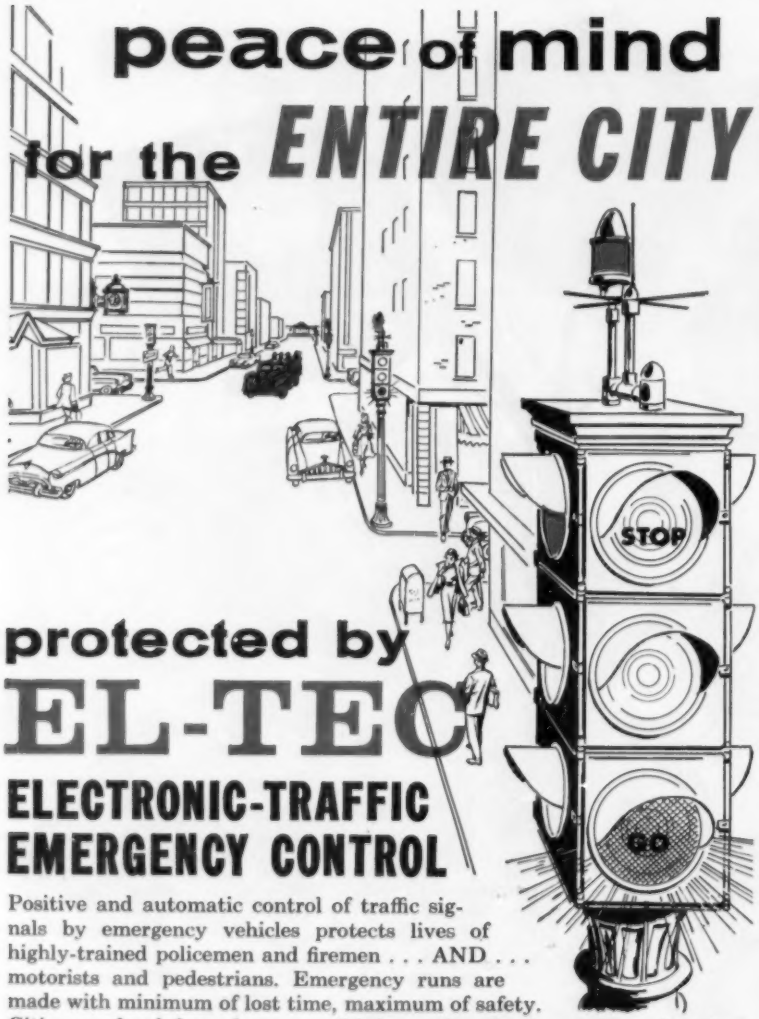

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Circle Item No. 3—Reader Service Card.

MAIL BAG

Dear Sir:

We have read with interest your excellent article "Tranquilizers and Traffic" in the September, 1957 issue of TRAFFIC SAFETY. You mentioned experimental work by Drs. Alexander Simon et al. at the University of California Medical Research Center, also by Drs. Donald G. Marquis et al. at the University of Michigan. We wish to read their work in more detail, and, therefore, would be pleased if you would send us references to their publications.

H. R. Hulpieu, Ph.D.
Professor of Pharmacology
Indiana University Medical Center

Dear Sir:

I have been particularly impressed with the improved quality of TRAFFIC SAFETY magazine over the past several months.

I know the increased attention which the National Safety Council is giving to traffic safety, and believe that your magazine is performing an excellent service. Usually a magazine has one or two articles which a reader will cover in detail. In the September issue I found myself reading in detail at least six articles as well as several shorts.

Congratulations on doing a very fine job.

J. S. Queener, Manager
Safety and Fire Protection Div.
E. I. du Pont de Nemours & Co.

Dear Sir:

In the June, 1957 issue of TRAFFIC SAFETY you published an article entitled "What Happened in October?" In this article you compared traffic fatalities during October of 1955 and October of 1956 in three groups of cities. You concluded that neither daylight saving time, weather, nor preventive activities could account for the sizable decrease in fatalities during October of 1956 as compared with October of 1955.

After comparing the weather conditions recorded for each of the 26 cities included in your study with the results of a study of weather and accident frequency in Seattle I have concluded that you were incorrect in dismissing weather as a causative factor.

With the aid of Mr. Earl Phillips, director of the Seattle Climatology Office of the U. S. Weather Bureau, I made a check of the weather conditions recorded during September, October, and November of 1955 and 1956 in each of the 26 cities. In most of these cities September of 1955 was warmer and drier than normal while October of 1955 was wetter and colder than might normally be expected. During 1956 the three-month period from September through November was generally drier and warmer than normal. The difference in weather between years was especially pronounced during the month of October.

In analyzing traffic accidents over a 15-month period in Seattle it was found that

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Traffic Safety

FORMERLY PUBLIC SAFETY

A NATIONAL SAFETY COUNCIL PUBLICATION

Volume 51 Number 5 NOVEMBER 1957

Reg.U.S. Pat. Off.

TRAFFIC SAFETY is dedicated to the prevention of traffic accidents through the presentation of objective information and responsible opinion to official agencies, public support groups and the motor transportation industry. The views expressed do not necessarily reflect the beliefs or policies of the National Safety Council, but they are presented in the conviction that the pressing social problem of traffic accidents can best be resolved through freedom of expression and open debate.

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BETWEEN STOPS

AS DELEGATES to the 45th National Safety Congress gather in the various hotels and meeting rooms around Chicago, the watchword will be *Back the Attack on Accidents!*

It's a good slogan. Put to work in traffic control and accident prevention last December, the Action Program plus public support resulted in eight straight months in which traffic deaths did not show an increase or were reduced.

The know-how of industrial experts in accident prevention is needed in off job areas to make the Council's *Back the Attack on Accidents* campaign effective.

Then, if we can get the folks who go to church to drive like they say other folks should, and our woman folk to take up their natural role of leadership in the field of accident prevention, maybe we'll have the millenium —safetywise. Let's hope so.

A new employee gave us the idea...

Several weeks ago, a young chap being processed by our personnel people—you know, for insurance, hospitalization and so forth—asked whether our company had a Payroll Savings Plan for U. S. Savings Bonds.

This simple question made us realize that while we had a Payroll Savings Plan available we had not promoted it lately among our employees.

We contacted the State Director of the Savings Bonds Division of the U. S. Treasury and discussed this matter. He helped us work out a promotion plan to contact every employee on the Payroll, and thereafter, each new employee we hired. He supplied literature, posters and so forth and helped train the canvassers to do an educational promotion among our employees.

In a short time, with practically no disruption of our business, our campaign was successful. The enthusiastic response floored us. This proved to us employees *want* to save part of their pay and they welcome the convenient Payroll Savings Plan for buying U. S. Savings Bonds.

Your State Director, Savings Bond Division, U. S. Treasury Department, will be glad to help you install The Payroll Savings Plan, or build participation in an existing plan. Write: Savings Bonds Division, U. S. Treasury Department, Washington 25, D. C.

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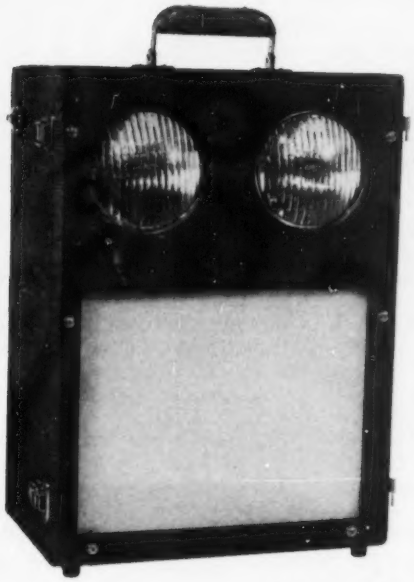

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- Records Subject the same as though he were on the road and driving.
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Circle Item No. 4—Reader Service Card

AUGUST TOLL MARKS FIRST UPWARD SWING SINCE NOVEMBER

Highest August toll since '41 marks first hike in traffic deaths of 1957. Five Saturdays contribute to increase.

THE nation's traffic toll went up in August for the first time since last November.

The August death total of 3,790 not only was 5 per cent higher than the August toll of 3,610 last year, but was the highest August toll since 1941 and the second highest for that month in the country's history. The August toll in 1941 was 3,954.

The increase could be attributed, in part at least, to the fact there were five Saturdays in August this year as against four last year.

Furthermore, one of those Saturdays was the first day of the Labor Day holiday weekend, when travel was excessively heavy. Last year the corresponding Saturday of the Labor Day weekend fell in September, rather than in August, and therefore did not contribute to the August, 1956, traffic toll.

For the first eight months of 1957, deaths totalled 24,730, down 2 per cent from the 1956 total of 25,200 for the same period.

At the end of six months (latest month for which mileage data are available) travel was up three per cent and deaths were down two per cent. This produced a mileage death rate in 1957 of 5.5, down from 5.8 in 1956.

Of the 46 states reporting for August, 18 had decreases in deaths, four reported no change and 24 showed increases. For eight months, 26 states reported decreases, two had no change and 18 showed increases.

Reporting cities for August indicated an increase of four per cent in deaths compared to the nationwide increase of five per cent.

For eight months these same cities had a decrease of one per cent in deaths compared to a two per cent decrease for the nation as a whole.

Of the 606 reporting cities in August, 99 had decreases in deaths, 389 reported no change and 118 showed increases. For eight months, 240 cities had decreases, 145 no change and 221 increases.

In August 430 of the reporting cities had perfect records. Of these the three largest were: Indianapolis, Ind. (427,200), St. Paul, Minn. (311,300), Norfolk, Va. (213,500).

For eight months 160 of the cities still had perfect records. Of these the

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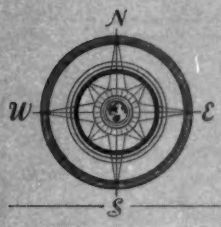
Leading at the End of Eight Months

States

North Dakota	— 26%	Wyoming	— 9%
Montana	— 23%	Washington	— 7%
Idaho	— 20%	Connecticut	— 7%
Kansas	— 16%	Nebraska	— 7%
Michigan	— 14%	Delaware	— 6%
Massachusetts	— 14%	Indiana	— 5%
Florida	— 13%	Maine	— 5%
Georgia	— 13%	New Hampshire	— 5%
Missouri	— 11%	North Carolina	— 4%
Wisconsin	— 11%	Utah	— 4%
Tennessee	— 10%	Alabama	— 3%
Mississippi	— 9%	South Dakota	— 3%
Colorado	— 9%	Iowa	— 2%

Cities

Richmond, Va.	— 50%	Kansas City, Mo.	— 23%
Syracuse, N. Y.	— 50%	Detroit, Mich.	— 19%
Milwaukee, Wis.	— 44%	Indianapolis, Ind.	— 18%
Fort Worth, Texas	— 44%	Baltimore, Md.	— 17%
Tampa, Fla.	— 44%	Pittsburgh, Pa.	— 14%
Boston, Mass.	— 40%	Birmingham, Ala.	— 14%
Louisville, Ky.	— 39%	Philadelphia, Pa.	— 13%
Norfolk, Va.	— 33%	Portland, Ore.	— 11%
Seattle, Wash.	— 27%	Chicago, Ill.	— 9%
Memphis, Tenn.	— 27%	San Diego, Calif.	— 7%
St. Louis, Mo.	— 26%	St. Paul, Minn.	— 7%



Today's Traffic

LOOKING AHEAD

A sign of the times

A multimillion dollar plan to develop 40 miles of abandoned streetcar rights-of-way in Los Angeles has been presented to the City Council there. Eight express highways would be constructed along the abandoned rights-of-way.

Drivers on probation

Connecticut's new two-year Provisional Operator's License gives all new drivers under 21 years of age the status of drivers on probation. The new license will be clearly distinguishable in color from the standard license. A moving hazardous violation anytime during the two-year probationary period will result in automatic suspension of the license.

More two-car families

According to the American Automobile Association, five million families in the U.S. own two or more cars and the number is increasing by a half million per year. The AAA also reports that 75 per cent of the cars manufactured in 1956 had automatic transmissions—in 1946 only six per cent had automatic transmissions. Another interesting bit of information in the AAA report is that 85 per cent of all cars sold to high school students have standard transmissions.

Data on point systems

According to available information, 15 states and the District of Columbia in the U. S., and the Province of Manitoba in Canada, have "Point Systems," publicized as such, with definite schedules of points.

The states having point systems are: Arizona, Connecticut, Indiana, Kentucky, Maine, Massachusetts, Minnesota, Nebraska, New Jersey, New York, Oklahoma, Rhode Island, South Carolina, Washington, and Wisconsin.

Tapes aid driver education

"You are the Jury," award-winning weekly radio program of MSU's Highway Traffic Safety Center, is available on tape. Many driver education teachers use the program in the following manner. They play the first part of a tape—through a re-enactment of a traffic collision or other problem. The class then discusses the case and decides the responsibilities of the drivers involved. Finally the last part of the tape—the Center's analysis—is played and the class evaluates its decision.

Middle lane for buses only

On Washington Boulevard, a five-lane one-way street in downtown Chicago, the middle lane has been reserved for exclusive use of buses. A four and a half foot pedestrian safety zone and walkway has been provided along one side of the bus lane for the entire length of each block. Passengers

are directed to enter and leave the painted safety islands and walkways next to the bus lane only at the ends of the block. Chicago is the first city with a population in excess of one million to try the new method.

90 million cars in 1975?

The tremendous increase in the number of motor vehicles in the U.S. was cited by Commissioner C. D. Curtiss of the U.S. Bureau of Public Roads recently. He said motor vehicle registration has risen from 3.6 million in 1916 to more than 65 million in 1956. He estimated that by 1965 there would be an excess of 80 million vehicles, and by 1975 more than 90 million.

Long look at laws

A long-range study to determine future legislative needs of motor vehicle administration is underway in Minnesota. The undertaking is expected to be of great value to the legislators who must provide a sound legal base for regulation and control of motor vehicle ownership and use.

Why drivers flunk tests

A recent study reveals that 26.2 per cent of all applicants for driver licenses in Wisconsin in the last six months of 1956 failed their road tests and another 12 per cent failed one or more parts of the "inside" tests. Another 3,039 were refused road tests because the vehicles in which they intended to take the tests were defective. Most failures on road tests were due to traffic law violations. On inside tests, failures were due to poor vision or lack of knowledge of road signs or traffic laws.

No more baby shoes

Windshield ornaments such as baby shoes or dice are now illegal in California. A new law prohibits driving a motor vehicle on a highway with any object placed so as to obstruct the driver's clear view through the windshield. Equipment required or permitted by law, such as rear-view mirrors, is excepted.

Radar warning

The automobile safety record at Portsmouth (N.H.) Air Force Base has improved since an electronic warning device was erected. Here's how it works. Radar waves are bounced back from an approaching car to a control box that computes the speed at which the car is traveling. If the driver is exceeding a set speed limit, a neon sign lights up. The sign reads: Slow Down, You are Speeding.

Tough on walkers

In England pedestrians are now faced with a strictly enforced law which requires them to obey all traffic signals, signs, and rules or face the prospect of a substantial fine.

School patrol alumni

The Central West Virginia Automobile Club is working on a plan to form an alumni association of former schoolboy patrolmen. It is estimated that there are, in the central state area alone, more than 20,000 such men aged from 16 to mid-forties. Object of the alumni association is to build a nation-wide safety task force that can be enlisted in official safety crusades.

CONGRESS HIGHLIGHTS

Congressman Kenneth Roberts to keynote traffic sessions. Governor William G. Stratton, banquet speaker.

SAFETY'S big show of the year, the 45th National Safety Congress and Exposition, will get under way in Chicago on October 21 for a five-day run.

Under the theme of "Back the Attack on Accidents," the program will encourage broader public support of all accident prevention efforts and will offer a pattern for wider scope of activity on the part of safety people.

Twenty or more foreign countries will be represented by 40 to 50 industrialists, officials and safety leaders who are coming to Chicago on the special invitation of President Ned H. Dearborn. Foremost among these will be the keynote speaker at the opening Annual Meeting on Monday. He is Maj. Gen. B. K. Young, director-general of the Royal Society for the Prevention of Accidents, London.

In addition to Great Britain, other countries sending delegates will include Afghanistan, Argentina, Belgium, Brazil, Canada, Chile, Costa Rica, Cuba, Finland, France, Germany, Greece, Italy, Mexico, Southern Rhodesia, South Africa, Spain and Sweden.

A woman will represent Finland. She is Mrs. Tyyne Leivo-Larson, Minister of Social Affairs, who is Finnish delegate to the United Nations.

The traffic program will cover a wide range of interests, from the legislative considerations of the U. S. Congress to the engineering and enforcement problems of state, municipal and rural areas.

Dr. Carl S. Winters, one of America's foremost inspirational speakers, will keynote the 1956-1957 National Fleet Safety Contest Award luncheon, Thursday, Oct. 24, at the National Safety Congress.

Dr. Winters will address nearly 600 guests representing winners, contest participants, civic and industrial leaders who are expected to attend the annual Victory luncheon at the LaSalle hotel, sponsored by General Motors for the tenth consecutive year.

Winners will represent such industry groups as city bus, beverages, ice cream and dairy products, petroleum refining, taxicab, police and government fleets within the Commercial Vehicle and Transit Sections of the National Safety Council.

Dr. Winters, a former Crime Commissioner of Michigan, was for five years chairman of the Skid Row Commission of Chicago; and served as an advisor on the juvenile board of Cook County Sheriff Lohman. He is serving his 19th year as minister of the First Baptist Church of Oak Park, Ill.

Keynoter at the opening general session of the Traffic Section on Monday afternoon will be Congressman Kenneth A. Roberts of Alabama. Traffic people are familiar with his work as head of the "Roberts Committee," the Special Sub-Committee on Traffic Safety of the House Committee on Interstate and Foreign Commerce. His subject will be: "Congress Looks at Traffic Safety."

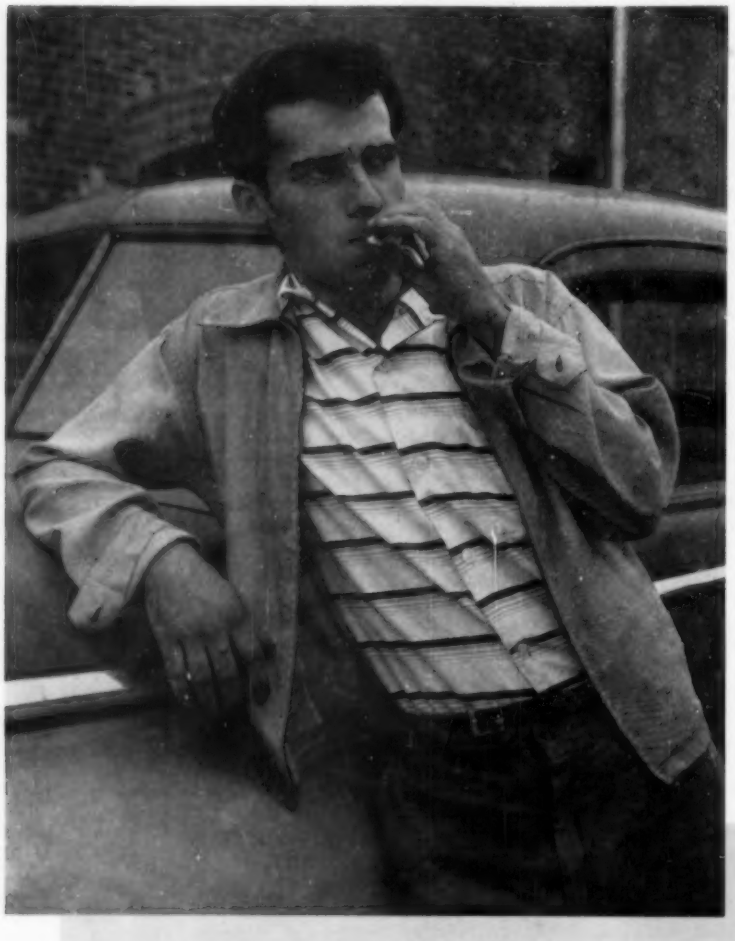
DR. WINTERS

Early morning traffic orientation lectures will be concerned with human behavior in various aspects of the traffic problem. Reports will be given on the President's Committee for Traffic Safety and the Governors' Conference, which implements the Action Program of that committee.

Two general sessions on Wednesday that are likely to attract wide interest include a symposium on "What's New in Traffic Safety Research," and a panel discussion on "This Question of Speed."

Open discussions will attack various traffic problems in group meetings on Thursday morning. Subjects include "Metropolitan Area Traffic Problems," "Rural-County Traffic Problems," "Problems on Freeways and Planned Access Roads," "Driver Improvement Schools," "D.W.I.—Implied Consent Legislation," "Promotional Idea Exchange," "Know Your Inventory" and "The Back the Attack Program."

The whole program for the 45th Congress reflects the broadening interest of occupational safety people. Not only are they eyeing the traffic picture in their concern for getting industrial employees to and from work without mishap, but they will study means of promoting safety consciousness at play time and around the home. They will be told why they should look beyond their plant safety programs and become more active in public service.



When a boy is too big to be treated like a child, and too young to take a man's place in the world, something has to snap. Too often the submerged personality shows itself in driving habits. A behavior expert looks into the young speeder's mind and tells us what he sees there.

by John Bauer, Ph.D.

THE TEENAGE REBEL and His Weapon- The Automobile

TEENAGERS are not the only ones who menace the road, and not all teenagers are delinquent drivers. Those who are menaces can be understood as merely mirroring the least desirable aspects of a value system under which they have grown up.

To understand a road menacing teenager first of all requires that he be viewed as a rebel. With his weapon, the car, he is indeed analagous to a little boy with a cap pistol making believe he is the real McCoy. What he does with the cap pistol is a reflection of his socio-psychological heritage, the knapsack of which he has carried since birth.

Nowadays the adolescent boy in the United States is caught in a unique quandary relating to his identity as a male. Beyond the usual problems connected with eventual emancipation from the home and eventual vocational choice, he is confronted by conflicting laws pertaining to the different permissible age limits to be reached for purposes of sexual contact, marriage, joining the service, working papers, voting, drinking and driving.

He has grown sufficiently perceptive to be sensitive to the juxtapositional forces converging on most adolescents. And suddenly we expect him to conform completely in his road manners.

In the field of psychology there is an oversimplified formula known as S-O-R. These symbols indicate that a given *stimulus* impinging on a human *organism* will produce a *response*.

This writer holds to the thesis that a formula change to S-OA-R alters the total meaning of the previous equation. The A in this particular case stands for automobile or, if one wishes, for *alter ego*. This *alter ego* may express itself in Superman-like, power-driven, aggressive, monster-like behavior.

The car is seen as a tool by means of which the agent, or driver, is allowed to express or project his true self. His driving (or his behavior while behind the wheel of a car) allows the true personality to leak forth from underneath the simonized facade of society's expectation of his behavior. In other words, the car is seen as the agent or tool by means of which the driver (with culturally and emotionally predetermined conscious or unconscious attitudes) interacts with the climate or controls of society.

To begin with, man is a rebel. His rebellion, though, need not necessarily be a negative one. From early infancy man is rebelling against the impositions, delineations and aspirational expectations imposed upon him by the outer world.

Each step forward from childhood on, into those identifications culturally dictated to us by those who surround us, is taken with a vengeance by the growing child. For eventually, adulthood implies responsibility, control of one's own emotional response system and the ability to role-play certain stereotype facades which, in terms of the United States focus on status and power, are necessary for survival.

We live in a society which can best be characterized as "dog eat dog." Otto Kleinberg once made the statement that we live in a socio-economic, competitive society in which the survival or success of any one person is directly dependent upon the failure or perishing of another person.

Apply this if you wish to having to slam on the brakes on the highway

Dr. Bauer is an assistant professor of the Psychology Department of the College of the City of New York, and Psychological Consultant to Drivers Safety Service, Inc., New York. This article is a *condensation* of a paper presented at a symposium in Trenton, N. J., sponsored by the Drivers Safety Service.

WE LIVE IN A DOG-EAT-DOG SOCIETY
You have had to fight for survival... the sudden squeal of brakes when another driver cuts in.

CAR POPULATION IS IMPORTANT TOO
A driver's attitude can be affected by his passengers. Here, football spirit becomes bravado.

because another driver cut into the area of space forward of your car.

It has been said facetiously that the United States is being run by the advertising man on Madison Avenue. This statement, in many ways, is true. Looking at the various ads of automobile manufacturers pushing their products, one notes adjectives such as "smooth," "sassy," "powerful," "jet-like," etc.

It is not necessary to be a psychologist to observe that many of these adjectives are emotionally loaded—emotionally loaded in the sense that they are not geared to major or basic needs, but to basic infantile semi-rebellious feelings experienced once upon a time by the child, and now, conveniently "incorporated in a car" by the process of association.

Childhood Influence

From early childhood on we have developed an extreme dependence on others for our pleasure and satisfaction. As we begin to intermingle with others, we perceive them eventually as friend or foe, as ego threatening or ego sustaining. Those who surround us in childhood subtly or unsubtly influence our ideation, percepts or attitudes towards others. Thus, as we interrelate reasonably and harmoniously with others, we learn to role-play, using certain behavior (defense mechanisms), ranging from calculating aggression to fawning servility.

Later on, and quite naturally so, the same applies in the adult world insofar as the interaction of people towards each other, be it in gangs, in marriage or in the business world, in part and parcel of everyday living. Gregariousness, interdependence, cooperation and competition are parts of the total "work-operation."

However, when stepping into a car this "forced and necessary for survival" gregariousness is apparently partially eliminated insofar as each driver considers himself a sole deity in charge of his new propulsion mechanism.

The interesting question arises as to why such obviation of social controls should occur in many drivers. To understand this one need only look at small children and their negativistic behavior at a rather early age.

Remember a child stamping his foot at the age of two and a half and saying no? Small children create train wrecks using their own toy trains as a safe expression of aggression or disgruntlement. Later on, do we not see similar behavior on bikes, scooters and on motorcycles? The character structure of a child becomes fused quite early in life.

The car can be seen as an *alter ego* (other self) of the driver. It is the demon, the witch, the unchanneled aggression dormant within us in our lengthy and passive rebellion against social controls. The pressure of our foot on the accelerator can often be correlated to the "viciousness" and impetuousness of given, assertive or aggressive impulses.

As a matter of fact, the accelerator, the brake, as well as the wheel afford us the ability to act out an over-exaggeration of whatever "superman — Walter Mitty fantasies" we had of ourselves as children. These visions, for adults, may be compensatory to the drabness and "littleness" of our life in reality.

Psychologically, we do know that the number of fantasies or daydreams any person indulges in serve as an index of his lack of satisfaction with the reality of life with which he has to cope.

The meaning of a car in terms of what it symbolizes to the driver will vary from its initial assigned meaning of vehicular transportation to status advertiser, to portable bordello, not to speak to more unconscious motives alluded to earlier.

Status and Cars Related?

Status may or may not be correlated to the type of car that a given person may have chosen. In terms of type, color scheme, size and make, one can certainly differentiate between innocuous looking cars and flashy "power" models. In this connection, many readers may know that some of the lowest paid persons are sometimes the very ones who, in order to compensate for their social status inadequacy, will have bought the most flashy, overwhelming cars, driving them in an overwhelming way.

The situational factors affecting the person's driving likewise cannot be ignored. To some drivers a clear, unpopulated highway means speed. To others it means leisurely pacing. To some people a crowded metropolitan subway means caution and constraint; to others it means a need to shove everybody. The percept with which the driver views the situation in front of him as "peopled" or "unpeopled" is no different from those percepts which operate in him in reference to persons in other life situations.

Mood Affects Driving

However, he himself is not responsible as a person (since he is now a driver), and he can drive with the confidence of some fully insured, or with a sociopathic "I don't give a damn" attitude. The recent past affecting the present ability to drive, such as an argument with one's wife, cannot be ignored as an additional rage producer.

There obviously exists the antithesis of the rage-induced driver. There are still some who claim to find relaxation while driving. Some possible explanations of this type of behavior might be sought in the following categories:

1. *Isolation needs.* This would refer to the peace of mind which some men seek while fishing alone in a brook, undisturbed by human interruptions. Others seem to find a like solace while driving alone.

2. *Vicarious absorption needs.* This group prefers to view the roadside scenery to the highway ahead. Seemingly they attempt to compensate for the harsh realities of life by "drinking in" the peopled or unpeopled scenery as if to derive a "safe fellowship" vicariously.

3. *Locomotion needs.* This group seems to be satisfied via the gymnastics necessitated by the act of driving, which beyond affording them exercise, also accrues for them the total propulsion power of the vehicle over which they are in charge.

4. *Flight needs.* This group is as frequent as those who seek escape via an Abbott and Costello movie. They merely want to get away from someone or, on the other hand, go to someone. In some cases (like dating) they may merely seek the company of one specific person, using the car as an area of privacy.

The population of a car (who is being carried in it beside the driver) should not be ignored. It may have a decided effect on the driver's personality and, *ipso facto,* his control over his own psychophysical response system. This is illustrated in the extreme by husbands racing to a maternity hospital or lovers who absent-mindedly have mounted a sidewalk.

It is reenforced by adolescents who wish to show off in front of others of their age group as contrasted to adolescents driving the family car with the family (*super ego*) in it.

Adolescents in the United States live in an era and in a society in which they truly have little choice. Goaded on by their peer group as being "chicken," they are forced into bravado-like defiance to prove their masculinity by spectacular behavior.

Legislated against job-wise and often rejected in their own homes, they turn to the Services, the poolroom or the open highway for a haven or a retreat. Condemned as "fags" by their cohorts if they do conform, they are exhorted to bigger and better things by their elders, with each compliance falling short of parental aspirations. Rooted to one geographical area in this highly mobile age with its emphasis on swift travel and adventure, teenagers tend to seek more exciting activities. The automobile serves as the perfect tool for both escape and status needs.

In other words, we have raised a generation which rebels against controls and authorities. A corroded value system, osmotically passed on to it by its value-polluted elders (make a killing, forge ahead), is today's inheritance. We, the onlookers, are surprised that the system of operation which has been implanted into all other modes of behavior (school, sports, business, tax returns and sex) are also in operation on the road.

Don't Get Caught

We are surprised that the control system of "fear of being caught"—a constraint and propriety which we hope they have developed because they have it when chaperoned by parents at dances, by teachers during examinations and by inspectors during driving tests—is not in operation when some form of authority is not, Big Brother style, watching over them.

If the concept of "car symbol, societal climate and alter ego driver" is to be regarded as a conceivably valid one, then several new problems, research-wise, have been created immediately.

1. **The effective study of the person who is a potentially safe driver.**
2. **The effective training of the person who is a potentially safe driver.**
3. **The effective screening of the potentially unsafe driver.**
4. **The effective separation of those unsafe drivers who are good "therapeutic risks" from those who are not.**
5. **The effective rehabilitation of the "good therapeutic risk."**
6. **Effective legislation of a nationwide nature pertaining to unsafe drivers who cannot be rehabilitated.**

Thus far it would seem that objective, single trait measuring tests have not lent themselves adequately (despite convenient quantification of items and collation of raw data) to a proper prognostic, qualitative analysis of a person either as a safe or as an unsafe driver.

Yet systems should be devised for pre-licensing, licensing, and diagnosis and selective treatment.

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WHAT HAPPENS UNDER STRESS?

Good therapeutic risks must be sorted out through mental and psychological tests.

TRAGEDY HAUNTS MISTAKES OF ALL DRIVERS

Teen-agers are not alone as offenders, but the penalty is the same for all—death or dismemberment.

CINCINNATI'S BIKE SAFETY PROGRAM

Handle handlebar hazards with sensible methods and you'll train tomorrow's driver to take good care of his vehicle and himself in traffic. At least this is the philosophy that sparks Cincinnati's bike safety program.

SPEND five minutes talking with Raymond E. Clift, executive director of the Greater Cincinnati Safety Council, and it's a good bet you'll wind up talking about bicycle safety and the Cincinnati bike safety lane.

But you don't have to interview Mr. Clift for a story on the bike program in Cincinnati. Sixteen thousand youngsters or Cincinnati Patrolmen Robert Shearwood and Edward Liebel will talk your arm off on the subject.

The Cincinnati Safety Council some years ago became alarmed over the increase in bike accidents. Statistics aren't too reliable since reporting of accidents is seldom required except when motor vehicles are involved.

In recent years, however, the death toll in bike accidents nationally ran from 400 to 500 deaths with from 25,000 to 30,000 injury accidents—all in collisions with motor vehicles. And, by far the greater number of these casualties were suffered by children from five to 14 years of age.

Ray Clift and the Cincinnati Safety Council spearheaded the drive to get something done about bike safety.

They got results. Patrolmen Shearwood and Liebel were interested and talked Superintendent Robert Miller, of the city's municipal garage, into making them a portable testing lane

PHOTOS tell the story: You can tell by the expression on their faces that Cincinnati youngsters like safety check. Chances are they'll be good drivers tomorrow.

THEY KNOW THE RULES

Officer Shearwood quizzes youngster on proper signals as she checks her bicycle through the safety lane.

EVEN GOT ON TELEVISION

KIDS SWARM ALL OVER THE LANE

for bikes—one that could be towed from one location to another, and would test the kid's bikes just as their fathers' cars were checked in the auto inspection lanes.

They wanted the bike safety lane to make an accurate check of braking efficiency, wheel alignment and pedaling speed of the bike.

Superintendent Miller came up with the lane. The Safety Council and the Cincinnati Rotary Club came up with the cash to build it.

From the first, the new "gimmick" was a hit. The newspapers publicized it, and invitations for the two police officers to bring their lane to neighborhoods, parks and playgrounds for testing purposes all but swamped the police and the Safety Council.

The lane even got on television.

Youngsters swarmed over it. The Public Recreation Commission endorsed it, and the first summer Shearwood and Liebel tested more than 6,000 bikes in the city's playgrounds.

While the primary purpose of the bicycle inspection is to insure the safe mechanical condition of the bike, the secondary values are equally great. The inspection requirement has an educational impact on the youngsters, who are made to think about safety . . . at least when reporting for inspection service. The police make maximum use of this opportunity. The testing officer asks every child to indicate the kind of signals he is required to give and propounds questions to him on various emergency situations he may meet in traffic.

Testing officers are mindful of these four objectives of the bike inspection program:

(1) Teach riders when their bicycles are safe.

(2) Help riders get their bikes in safe condition.

(3) Promote a friendly attitude between bike riders and enforcement officials.

(4) Promote an understanding among riders of the purpose of traffic law and safety requirements.

The bicycle inspection program has been upgraded since its inception. Today, bikes are registered, reflective tape licenses are affixed to mudguards, and safety pamphlets issued. Approximately 20,000 bikes have been registered and 40,000 safety pamphlets issued.

One byproduct of the inspection is centered in the numbered "safety sticker" affixed to each bike. This identification has not only helped to prevent bike thefts but has also aided in the recovery of dozens of bikes

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BIKE BRAKE CHECK IS BIG STUFF

EVERY SCHOOL PLAYGROUND'S A CHECK POINT

SIDEWALK SUPERINTENDENTS KIBITZ THE CHECK

CINCINNATI SIGNS 'EM UP YOUNG

SANE DOLLARS FOR SAFE DRIVERS

Report of a survey by the Council's Driver Education Section on progress in legislation for state fiscal support of driver education

by Ivan Eland

HIGH school driver education is an essential if our terrible toll of automobile accidents is ever to be reduced.

In more and more states, legislators, aghast at the mounting array of injuries and deaths on the highway, are turning to state financial support of driver education courses in high school as an important part of the solution to a serious traffic problem. During this year alone, state legislative bodies in 25 states have considered some type of enabling or permissive legislation (that which enables or permits schools or students, at their own discretion, to establish or take courses in driver education but does not compel them to do so) for financial support of these courses.

How did the states find the money to support these programs, and how is the money distributed?

All of the legislative proposals, those passed and those defeated, fell into eight fund-raising categories. Funds are raised: (1) through general appropriation or general school funds; (2) by increasing the fee for an operator's license; (3) by increasing the vehicle registration fee; (4) by increasing or using part of the established fee for chauffeur's licenses; (5) by applying fees from learner's permits; (6) by increasing fines for violations; (7) by charging an additional fee of $5 for special license plates bearing the car owner's initials (New Hampshire); or (8) by a combination of any of the above.

Distribution to schools has been taken care of in either of two ways, with some states using modifications. Funds have been allocated to schools either on a per-pupil-trained ($10 through $35) basis, or on the basis of teacher's salary and equipment. In some states, the state stipulates that the student successfully complete the course. In others, the state pays the subsidy on the basis of the number of students enrolled in the course.

Almost as important as the bill itself, when legislature time comes around, is the publicity that is given to the proposed law. Several excellent methods were used in various states to inform the public of the problem of financing good programs of driver education and to solicit its support in passing legislation which would pay for driver education programs.

Illinois and Louisiana computed a county-by-county survey comparing the cost of accidents with the cost of driver education for all eligible students. North Carolina made up a kit of 15 cards explaining the what, why, how and when of financing driver education in that state. The Texas Federation of Women's Clubs provided over 600 roadside billboards which carried a message in support of financial aid to driver education. Regardless of what type of publicity is used, however, it is important that all state and local organizations work closely together to inform the electorate.

Let's look at some provisions of the bills:

Six legislative proposals would require all people under 18 years old to complete a course in driver education before a license could be issued. The bill which became law in Connecticut carries this provision. So also does the Michigan driver education law.

In seven states, legislation was passed. Eighteen states have considered but failed to enact enabling or permissive legislation giving financial assistance for high school driver education for reasons which will be brought out later in this article.

The rapid rise of driver education is shown by the fact that in the four years from 1951, when the state financial support movement was started in Pennsylvania, to 1955, only seven states (California, Pennsylvania, Louisiana, Maine, Florida, Michigan and Delaware) passed such legislation. Yet this year alone, seven additional states joined the roster of states which support high school driver education with state funds!

What are the provisions of driver education bills that passed and became law? Why did proposed legislation fail in the 18 states which refused such legislation? What are some of the provisions of bills passed by the various states? What methods were used to solicit public support, so necessary in passing any type of legislation?

The Driver Education Section of the National Safety Council, interested in the answers to these questions, has just completed a survey of the progress made in state financial support of driver education, provisions of proposed and passed legislation, unique features of some of the bills, reasons for the defeat of other bills, and the ways used to arouse the public to support of these programs through this type of legislation.

Proof that state support of driver education programs is the boost needed to train our youth to be safe drivers: four of the states which passed enabling or permissive legislation in 1955 have increased the number of schools offering driver education by 75 per cent, although the national in-

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Mr. Eland is Staff Representative of the Driver Education Section, School and College Division of the National Safety Council.

How the states finance
HIGH SCHOOL DRIVER EDUCATION

STATE AND YEAR	SOURCE OF FUNDS	FUND DISTRIBUTION
PENNSYLVANIA 1951, 1957	$2 increase on learner's fee	Minimum of $10 per trained pupil—Now based on fraction unit divided into $32
CALIFORNIA 1953, 1957	Separate law provides a penalty assessment of $1 for every $20 of traffic fines (or fraction thereof)	75% of the excess cost not to exceed $35 per pupil
LOUISIANA 1955	By general appropriation	50-50 matching with a maximum of $15 state aid
MAINE 1955, 1957	By general appropriation	$10 per trained pupil
FLORIDA 1955, 1957	25c added to annual driver's license fee	Distributed on basis of a unit equals 175 students trained—$400 for teacher's salary, $300 for equipment
MICHIGAN 1955	$1 more each 3 years on fees for drivers and chauffeurs	Up to $25 per trained pupil
DELAWARE	State Dept. conducts program	
UTAH 1957	$1 on every motor vehicle registered	Up to $30 per trained pupil (regardless of passing grade)
NEW HAMPSHIRE 1957	$5 service fee for initial number plates (personal initials on license plate—in addition to regular license fee.)	Distributed to schools, public and private including parochial on equal basis as determined by commissioner
WEST VIRGINIA 1957	Specially appropriated funds	Up to $20 per trained pupil
NORTH CAROLINA 1957	$1 added to every motor vehicle registered	Proportionate share of funds based on school administrative unit's current enrollment
OREGON 1957	$1 added to operator's (2 years) and chauffeur's license (1 year)	75% of the cost of conducting the course up to $20 per pupil enrolled
CONNECTICUT 1957	Driver's license increased from $2 to $5	$10 per student enrolled in course—if payments exceed available funds, monies can be obtained from general fund
ILLINOIS 1957	Raised driver's license fee from $1 to $3 (3 years)	Up to $30 per trained pupil

GEORGIA STIFFENS DRIVER TESTING

New Course One of South's First

Getting a license is tough in Georgia these days, but then, so is traffic.

Stiffer driver license examinations including tests for vision feature new Atlanta testing course.

CANDIDATES for Georgia driver's licenses are getting a "wringing out" these days at the Georgia Department of Public Safety testing lanes.

The operation is one of the South's first off-street testing lanes.

Candidates are learning the course and examination is tough—but then so is the daily traffic they are preparing for when they take the test. Twelve per cent of the first 500 drivers who tried it flunked the course.

The course was put into operation early this year by the Georgia State Department of Public Safety at its headquarters, 959 East Confederate Avenue, SE, Atlanta.

"Among other things, it is a way to strengthen license examinations for future drivers in this state," said Col. W. C. Dominy, director of public safety.

Georgia upped its driver license requirements over the past few years and officials are finding it is paying dividends in better performance on the road.

Nowadays, a driver license applicant must pass a written test, a quiz to determine his ability to recognize signs and signals including colors, and an eye examination before he is allowed to take the test lane course.

Captain F. M. Davies, head of the Driver License Division, thinks the course is simplifying examination procedures and instilling respect for law in driver applicants.

"The course shows us whether a person can make an automobile do what he wants it to do," he commented. Many of the driver license applicants who fail the tests are taking driver instruction and will be better drivers for it."

GEORGIA'S MODERN NEW SAFETY HEADQUARTERS WHERE DRIVING TESTS ARE TAKEN
Opened this year, Georgia Department of Public Safety features off-street driver testing lanes which simulate every conceivable road condition a driver will encounter in traffic. Course is a timesaver for all concerned.

Applicants must drive in two-way traffic on the lanes, back up and park, observe painted pedestrian crosswalks and a simulated highway-rail crossing at grade.

They also encounter road situations similar to actual traffic. Signs are posted along the course warning them not to cross the center line when the yellow line is at the right of the centerline, and warning signs tell them to slow or indicate curves or dips.

Although the off-street course is only a mile long, an applicant drives at least a half-mile during the driver examination.

Shortly after entering the course, the driver applicant must steer one side of his car through a series of knobs placed about 13 inches apart. The test indicates whether he knows the placement of his front wheels on the roadway.

The driver then encounters a simulated highway-rail crossing at grade which he's required to observe. He's tipped off by the advance warning sign but many driver applicants forget to slow their vehicles at this signal.

Next, the license examiner orders the applicant to stop and start his vehicle on a grade. And, just so the new driver doesn't make kindling out of his garage when he starts driving, the examiner has him maneuver his vehicle into a simulated garage, then back out correctly.

Before leaving the course, the new

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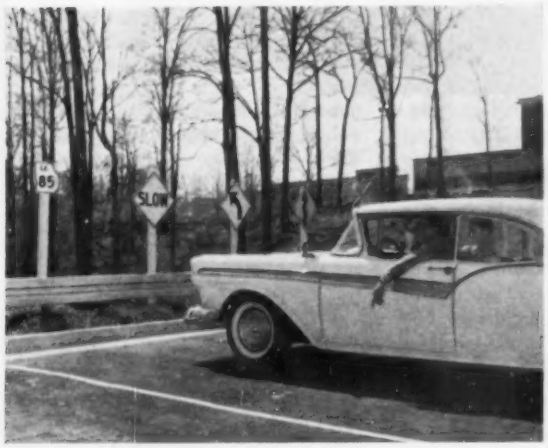


NEW DRIVERS MUST IDENTIFY SIGNS
Applicant must explain to Examiner what each sign means and what driver should do when he sees it.

NO PASSING AT YELLOW LINE
As on Georgia highways, every road condition is simulated in Dixie's first off-street licensing course.

"THREADING THE NEEDLE" IN ROAD TEST
Examining Officer Danny Rudd shows maneuver designed to check on knowledge of car placement.

ROUND SIGN SIGNALS RAILROAD CROSSING
Drivers have to show they know signs of life on test runs over course. Examiner rides with candidate.

INVENTORY ON TAB

Machine tabulation puts valuable data within arm's reach . . . provides quick method of obtaining national summaries

WHEN public officials meet in Washington in December to review progress made in the Action Program and to determine future priorities within the program, they will have at their finger tips a wealth of information never before available.

Experts are now at work on special studies which will present the officials with significant data on some 900 cities of over 10,000 population reporting in the Annual Inventory of Traffic Safety Activities for 1956.

A year ago such studies could not be made. Today—thanks to the newly-adopted procedure of putting Inventory statistics on mechanical tabulation cards and then tabulating the information in detail on printed sheets—valuable summarized information on the national traffic picture can be obtained quickly and in readily understood form.

Data on all cities of over 10,000 population represented in the Inventory are contained on the sheets, which are compiled into a set of nine slim books (covering seven sections of the Inventory) each measuring 12 x 14 inches. Part of each volume is devoted to statistics on individual cities, another part to summaries. The special studies for the public officials' meeting will be made from the detailed information contained in these books.

The answers to hundreds of traffic safety questions are contained in this handy reference library. They can be found in a matter of minutes by National Safety Council staff members answering queries of traffic safety people throughout the country.

For instance, if you wanted any of the following information, the Council Inventory staff could come up with the answer in short order:

How many of the reporting cities employ traffic engineers?

How many use the merit system basis for police pay advancements and promotions?

How many distribute traffic law digests to the public?

How many maintain centralized accident records bureaus?

How many use accident spot maps in selective enforcement work?

How many keep a traffic safety scoreboard?

The U. S. Bureau of Roads and the Automotive Safety Foundation have complete sets of the nine books. The Institute of Traffic Engineers, the International Association of Chiefs of Police, and the National Education Association each have copies of the volumes dealing with their particular fields.

The cards on which the statistics are collected will also play a part in the determination of criteria for grading the Inventory next year.

The system of putting Inventory information on mechanical tabulation cards, if continued for a number of years, would be invaluable in following trends in traffic accident prevention activities. The progress (or lack of progress) being made over a significant period of time could be observed in areas such as: Use of traffic signals . . . use of street lighting which meets IES standards . . . use of TV as a public education medium . . . use of behind-the-wheel practice in high school driver education courses . . . use of chemical tests in suspected "had been drinking" cases.

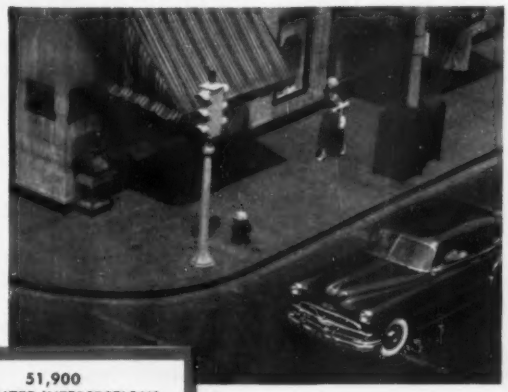
A study of the data now in hand will soon be undertaken by the Council to investigate the influence of different factors on variations in the motor vehicle death rate. It is hoped that this study will result in some pretty definite conclusions. If it does, it will then be possible to state with considerable accuracy that when certain steps are taken in a community, traffic accident fatalities go down.

No one expects this study to come up with all the answers. But most people concerned believe that it will give much more accurate direction to traffic accident prevention measures than has ever been possible in the past.

HARRY PORTER, Executive Secretary, Traffic and Transportation Conference, consults volume of Inventory tabulations.

The system of putting Inventory information on mechanical tabulation cards and then on readily available sheets will—

- **Make it possible to observe city performance on a statewide basis.**
- **Give a comprehensive view of performance in various activities graded in the Inventory.**
- **Provide a means of studying the relationship between performance in the Inventory and fatal accident experience.**
- **Make it possible to follow trends in traffic accident prevention activities.**



51,900
SIGNALIZED INTERSECTIONS

5,785,538
CONVICTIONS FOR
HAZARDOUS VIOLATIONS

17,826
SCHOOLS WITH PATROLS

A. D. BATTEY, Assistant Director of the Council's Statistical Division, watches tabulating machine turn out fast summaries of activities reported in the 1956 Inventory. The other pictures give three important totals for the 904 reporting cities.

New Council Staff Appointments

The National Safety Council has announced the appointment of two staff executives for programs.

Named to the positions are Henry J. Hoeffer, retired brigadier general

Mr. Hoeffer

Mr. Kuhli

from the Corps of Engineers, and Ralph Kuhli, formerly assistant director of the Council's Home Division.

Hoeffer is a West Point graduate with a master's degree in civil engineering from the University of California. A graduate of the Industrial College of the Armed Forces, he is also a member of the American Society of Civil Engineers and the Society of American Military Engineers. In his last Army post, he was responsible for all Air Force and Army construction in seven Southern states, Puerto Rico and the Panama Canal Zone, and for civil works projects in six of the states.

Kuhli brings to the new position a background in health, education and safety.

He holds a bachelor of education degree from Wisconsin State College and a master's in public health from the University of Michigan. After teaching social studies for three years, he joined the Wisconsin State Board of Health. When he left it to come to the Council, he was director of the division of health education.

The new staff executives, said Gen. George C. Stewart, executive vice president of the Council, will work with the assistant general manager for programs in developing programs and services of various departments and in evaluating effectiveness of programs.

The new appointments emphasize the increasing importance of traffic safety in the Council's operation. Since traffic programs are a major concern of most program departments, they are now being supervised by the assistant general manager for programs rather than being concentrated in the Traffic and Transportation Department. In recognition of these facts the position of manager of the Traffic and Transportation Department has been discontinued.

Harry Porter, executive secretary of the Traffic and Transportation Conference, will be responsible for the administration of the following divisions within the Traffic Department: Traffic Inventory, Traffic Operations and Special Traffic Programs.

Parents ~~WANT~~ demand a WELL EQUIPPED Safety Patrol

That's where we can help . . . Graubard's Equipment is nationally known as the school safety patrol equipment "That Promotes Safety." It does this by fulfilling both of the conditions essential to a really effective Safety Patrol. First, it gives each patrol member a definite sense of responsibility and a pride in doing his job well. Second, being "Standard Equipment" it is recognized by school children and motorists alike, assuring their respect and cooperation.

Take the time to check your safety patrol today! Look over the many "standard" Safety Patrol Equipment items listed below and be sure your patrol members are properly uniformed and ready to perform the vital task of protecting your children, in all kinds of weather! . . .

Belts
Caps, Helmets
Badges
Arm Brassards
Emblems
Raincoats
Capes
Caution Flags
Merit Awards
Boots & Overshoes
Corporal
Digbys
Trafficones
School
Warning Signs
Traffic Control Signs

GRAUBARD'S

Note New Address
236 High Street Newark 2, N. J.
"America's Largest Safety Patrol Outfitters"

Circle Item No. 5—Reader Service Card

Good Morning, Judge

School course translated

Because a large number of persons assigned by the court and volunteering to attend Chicago's driver improvement school are not conversant with the English language, the school's course is being translated and will be offered in both Spanish and Polish this fall.

Arthur L. Conrad, director of the school, reports that only one of the 5,000 persons who have attended the school has appeared in Traffic Court after completion of the course. The volunteers outnumber the violators two to one.

Visitor-Violator program extended

The "Go to Traffic Court as Visitor Not as a Violator" program, developed by the American Bar Association's Traffic Court Program and promoted by the Junior Bar Conference and the General Federation of Women's Clubs in 1957, will be extended through 1958. This action coincides with extension of the Council's traffic accident prevention campaign, *Back the Attack on Traffic Accidents,* begun in December, 1956 and now extended through 1958. *Back the Attack* is sponsored by the 96 national organizations making up the Traffic and Transportation Conference of the National Safety Council

The General Federation of Women's Clubs and other groups are furnished with a "check list" for use when visiting traffic courts in local communities to determine whether the local traffic court meets minimum standards of effective judicial administration.

Court upholds point system

Kentucky's Court of Appeals, in a 5-to-2 decision, upheld on June 21 the validity of the State's "Point System" method of keeping habitually careless or negligent motorists off the highways.

Put into effect later last year by executive order of Governor A. B. Chandler, Kentucky's "Point System" provides for mandatory suspension of a driver's license for six months if he accumulates 12 points for traffic convictions during a three-year period. Drivers also lose their license for 60 days if they amass as many as nine points within a 12-month period.

He just loaned his blood

Fred Pfizenmaier of Clay Center, Kansas sued the arresting officer and a Salina, Kansas laboratory for $5000 as the usable value of his blood taken with his consent when he was charged with driving while intoxicated.

Pfizenmaier says he signed a consent to the blood test but he didn't give them the blood. He just let them use it. He wanted it back so that he could have it tested by a "competent pathologist."

Judge L. L. McLaughlin of the district court of Clay County, Kansas ruled that the blood specimen was no longer personal property after it left the plaintiff's body and there was no just cause for legal action to recover it.

Test Talk

Texas blood alcohol study

The Texas Department of Public Safety has recently conducted a correlation study of blood alcohol levels as determined by the alcometer, breathalyzer and direct blood analysis including blood-urine alcohol ratio. This study under the direction of J. D. Chastain, chief chemist and toxicologist for the department, indicates that the alcometer and the breathalyzer are reliable instruments comparing favorably with direct blood analysis, providing the instruments are operated in the recommended manner.

Copies of this report are available from Mr. Chastain. Write him in care of the Texas Department of Public Safety, 5805 North Lamar Blvd., North Austin Station, Austin, Texas.

First drink costs license

In Greenwich, England, Thomas Stephen McGovern took the first drink in his life (so he says) then walked to his car and was charged by police with "having care of a car while under the influence of alcohol." He was disqualified from driving for one year.

Odor no proof of drinking

Smelling alcohol on the breath is no proof of drinking, Dr. Herman A. Heise, Milwaukee, reported to the American Medical Association meeting in New York City just before the mock trial of a drunken driver was staged to show the value of chemical tests in intoxication.

Alcohol in the concentration that occurs in the breath has no odor and one smells only the flavor of the drink. Pure alcohol could be drunk and there would be no tell-tale odor.

Dr. Heise, chairman of the association's medico-legal subcommittee on chemical tests for intoxication, reported that harboring about one ounce of alcohol in the body increases the chances of having an automobile accident by more than 1,000 per cent. If no drivers drank, half of the 40,000 persons killed each year in highway accidents might be saved and half a million more might well be left uninjured.

Don't ride with drinking drivers

If you're with a driver you know has been drinking, you assume the risk of being in an accident and may be unable to collect injury damages.

In a recent decision, the United States Court of Appeals for the District of Columbia held that the trial judge, in the lower court, was correct in instructing the jury that the injured parties could not recover if they knew that the driver had been drinking and this was the cause of the accident. The instruction to the jury followed the "assumption of risk" doctrine whereby a person, knowing of a dangerous situation and accepting it, waives his right to recover damages should injury occur.

The Case of Exit 10 Ramp

How a traffic engineer pinpoints a hazard

PHOTO REPORT

AT 3 p.m. on a wet April 28th last year, a Ford convertible swung off the Ohio Turnpike at Exit 10 Ramp, skidded into the first sharp bend of the cloverleaf, and rolled over onto the soggy turf at the outside of the curve.

Within minutes news of the accident reached the attendant at the nearby toll plaza, who immediately contacted the Turnpike administrative office by microwave telephone.

The headquarters operator, using VHF radio, flashed the report of the accident to patrol cars in the area.

This was a significant accident—noteworthy enough to be chronicled here. It is not the usual auto crash story—no wailing ambulance sirens, no dramatic emergency room scenes.

This was an exceptional accident because it was the seventh at approximately the same point on Exit 10 Ramp in seven months, *and not another mishap occurred at that point in the next six months.*

What happened? The answer is the story of a traffic engineer, often the unsung man behind the traffic safety scenes, whose knowledge and conscientious devotion to duty is saving lives every day.

When the Ohio Turnpike was built, its designers could draw on plenty of experience in high-speed road construction. The Pennsylvania Turnpike, the Merritt Parkway and other less well-known superhighways had been in operation a number of years, so the engineers could feel reasonably certain that their plans anticipated the known pitfalls of expressway safety.

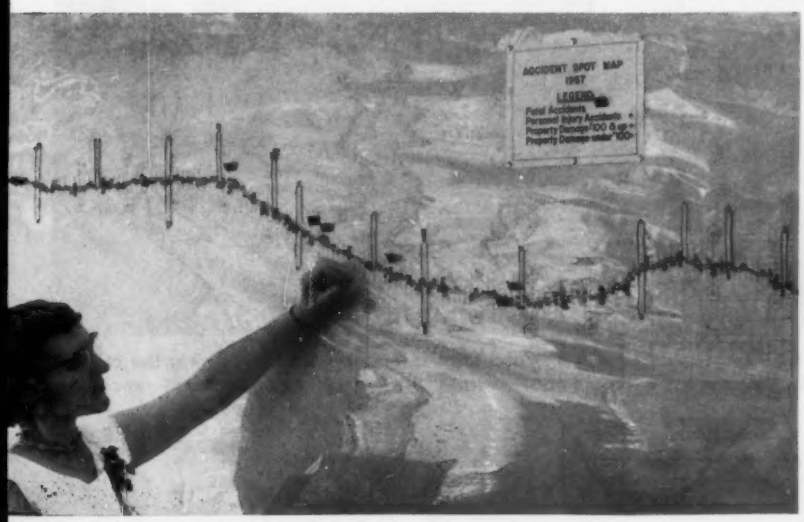
Yet an engineer probably would be the first to admit that a drawing on a drafting table offers no guarantee of perfection, especially when dealing with that greatest of imponderables—the human behind a steering wheel. Other unknown factors, such as light conditions and density experience, face the designer of a new road.

Most of the exit ramps on the Ohio Turnpike were built pretty much alike. There are minor differences, because of topographic features. All the ramps do the same kind of job—they provide a transition from high operating speed on the Turnpike to the relatively low speed of the interchange.

Every exit ramp has a deceleration lane where the driver can gradually adjust from cruising speed to maneuvering speed. The ramps are designed to give a driver room to take advantage of engine compression for gradual braking to the 30 mph recommended for the first ramp curve.

But something went wrong at Exit 10 Ramp. When Miss Alice Lapp, in the late afternoon of April 28th, picked up a pin of the appropriate size, shape and color to identify the type of accident and severity of the Ford rollover, it marked the seventh almost identical pin at the same point on the big spot map at administrative headquarters.

Turn Page



Her superior, B. H. Bowman, traffic and safety engineer for the Turnpike, had received a verbal sketch of the accident by radio from the investigating patrol. From this preliminary report Bowman can quickly determine whether emergency repairs are needed —on a regulatory sign knocked down, for instance, or a light standard damaged.

The complete accident report reaches him on the following day, then goes into the machine records unit where it is coded and a card is punched. After that it is filed by milepost location.

When Ben Bowman saw that seventh pin added to the ominous cluster at Exit 10 Ramp, he went into action. The tabulating machines flipped out the seven accidents at the location. The pattern of similarity was apparent. Six of them involved too much speed; the other was a towbar failure.

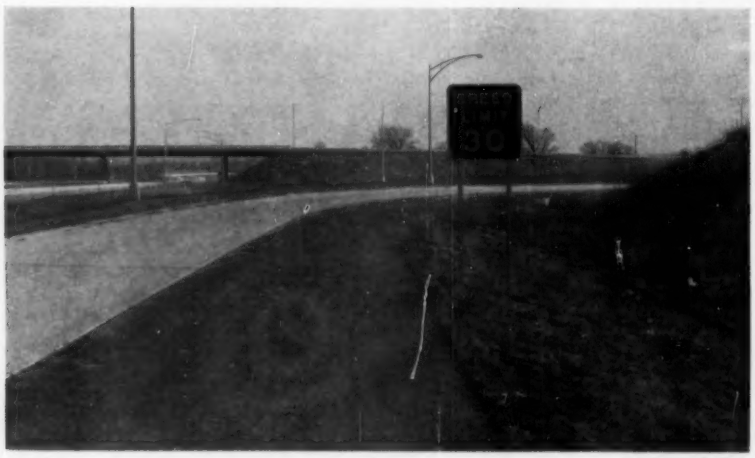
He diagrammed the accident experience. Apparently drivers were deceived by the upgrade, thinking they could negotiate the curve at faster than recommended speed. Bowman decided that a guard rail might do the trick, providing a visual warning as well as a chance to decrease the severity of any accident that might occur.

The recommendation went to Russell S. Deetz, deputy executive director of the Turnpike. When the go-ahead came through, Bowman huddled with L. O. Bean, chief radio administrator, and W. L. Hottenstein, assistant maintenance engineer, to work out details of the construction.

For six months this simple engineering change kept the ramp free of accidents. Almost a year after installation of the guard rail, there was only one new pin at Exit 10 Ramp on the spot map.

How many accidents are prevented by the alertness of traffic engineers? No one knows—the measure of their skill and effectiveness is in the accidents that never happen.

Ben Bowman takes a long look at every accident on his ribbon of concrete. Because he does, he has played an important part in the amazing safety record of the Ohio Turnpike—only 1.91 deaths for every 100 million miles of travel.



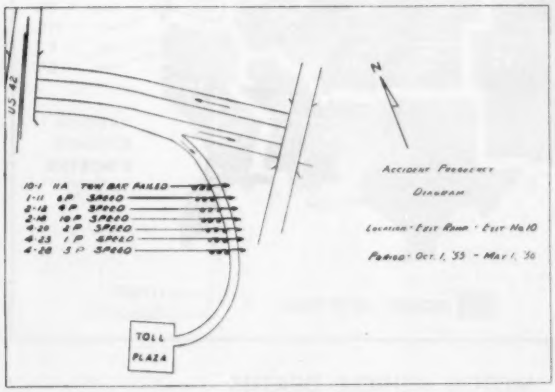
EXIT 10 RAMP leading from the Turnpike to a toll plaza—scene of seven accidents in seven months.

A TYPICAL crash on ramp—too fast for the curve. Driver didn't let up on gas soon enough.

PATROL officer interviews a witness near the crash. Report starts the chain of accident records.

KEY-PUNCH operator codes the accident report form. Machine perforates a card from the code sheet.

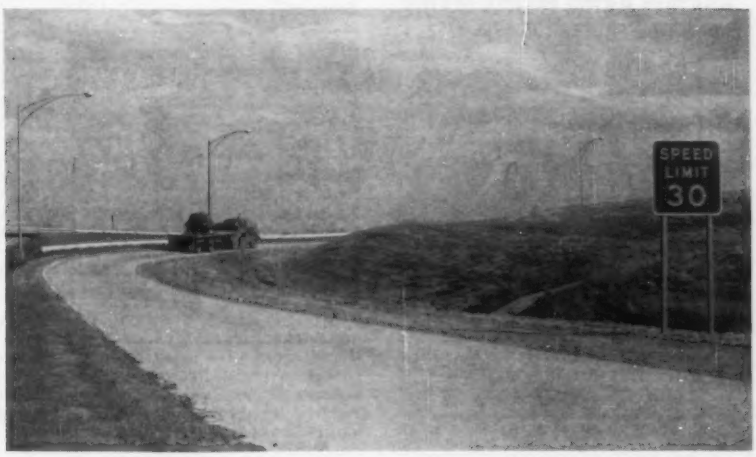
TABULATING machine "reads" the information on the card and types it automatically. Data must be right.



LOCATION study shows administrator at a glance what is needed to correct condition—suggests action.

BOWMAN confers with colleagues L. O. Bean and W. L. Hottenstein on details of guard rail construction.

THE COMPLETED project as it appears ten months later. The record shows only one accident so far.



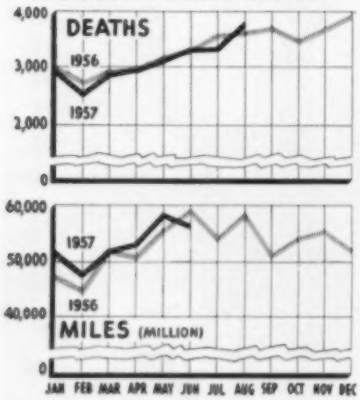
Latest Traffic Accident Data

From Page 6

three largest were: Lynn, Mass. (99,000), Racine, Wis. (71,200), and Elmira, N. Y. (49,700).

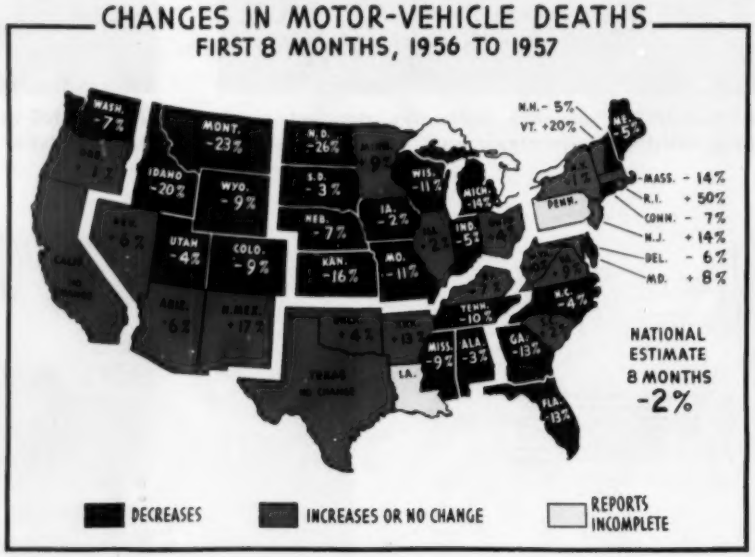
	Reg. Rate	Pop. Rate
Group I (1,000,000 and over)		
Detroit, Mich.	2.6	9.2
Chicago, Ill.	2.9	8.0
Philadelphia, Pa.	3.1	7.5
Group II (750,000 to 1,000,000)		
St. Louis, Mo.	2.6	8.8
San Francisco, Calif.	3.0	10.8
Washington, D. C.	3.0	7.7
Group III (500,000 to 750,000)		
Milwaukee, Wis.	1.5	5.3
Seattle, Wash.	1.6	7.2
Minneapolis, Minn.	1.8	6.9
Group IV (350,000 to 500,000)		
Indianapolis, Ind.	1.6	8.1
Denver, Colo.	1.6	8.3
Kansas City, Mo.	1.8	6.6
Group V (200,000 to 350,000)		
Syracuse, N. Y.	0.9	3.4
Norfolk, Va.	1.0	4.2
Oklahoma City, Okla.	1.2	7.4
Group VI (100,000 to 200,000)		
Montgomery, Ala.	0.3	1.4
Lubbock, Texas	0.3	1.4
Berkeley, Calif.	0.3	1.3
Group VII (50,000 to 100,000)		
Racine, Wis.	0.0	0.0
Lynn, Mass.	0.0	0.0
Springfield, Ill.	0.3	1.8
Group VIII (25,000 to 50,000)		
Las Vegas, Nev.	0.0	0.0
Yakima, Wash.	0.0	0.0
Billings, Mont.	0.0	0.0
Group IX (10,000 to 25,000)		
Casper, Wyo.	0.0	0.0
Kingsport, Tenn.	0.0	0.0
Benton Harbor, Mich.	0.0	0.0

MONTHLY MOTOR VEHICLE DEATHS AND TRAFFIC TRENDS 1956-1957



● **STATE and city death records listed on these pages are reported to the Council by state and city agencies participating in the Council's accident reporting project. Reporting deadline for cities—the 23rd, for states—the 25th, of the following month.**

CHANGES IN MOTOR-VEHICLE DEATHS
FIRST 8 MONTHS, 1956 TO 1957



MOTOR VEHICLE DEATHS

1955, 1956 and 1957

Month	1955	1956	1957	1955-57 Change	1956-57 Change
January	2,810	2,990	2,900	+ 3%	—3%
February	2,319	2,720	2,530	+ 9%	—7%
March	2,602	2,920	2,860	+10%	—2%
April	2,753	2,930	2,930	+ 6%	0%
May	3,101	3,170	3,110	0%	—2%
June	2,982	3,290	3,290	+10%	0%
July	3,350	3,570	3,320	— 1%	—7%
August	3,586	3,610	3,790	+ 6%	+5%
Eight months	23,503	25,200	24,730	+ 5%	—2%
September	3,446	3,710			
October	3,918	3,460			
November	3,559	3,690			
December	4,000	3,940			
Total	38,426	40,000			

All 1955 figures are from N.O.V.S. All other figures are National Safety Council estimates. The 1957 national estimate is arrived at by assuming that the percentage change from 1956 to 1957 in the states reporting for both years reflects the 1956-1957 change in the entire country. Since national estimates made in this way become more accurate as more states report, revisions are made from time to time as new reports are received for the various months. Thus, figures above for 1957 may differ slightly from figures for the same months published in future issues of TRAFFIC SAFETY.

TRAFFIC DEATHS—CITY RECORDS

The table covers only motor-vehicle deaths resulting from traffic accidents that occurred in the city. Nontraffic motor-vehicle deaths (where the accident occurred on home or work premises) are not included; nor are deaths in the city from accidents occurring outside.

Ranking are based on the 1957 registration death rate which is the number of deaths per 10,000 registered motor vehicles on an annual basis. Vehicle registration figures are for the year 1956 and were supplied by R. L. Polk & Company.

Cities are ranked by death rates—from low to high. When two or more cities have exactly the same rate, ranking is by total vehicle registrations—from large to small.

Cities shown in heavy type have improved in 1957 compared with 1956.

The population death rate is the number of deaths per 100,000 population on an annual basis. Populations are as of April, 1956, or later censuses taken by the U. S. Bureau of Census.

	Eight Months 1957	1956	1955	1957 Reg. Rate	1957 Pop. Rate
ALL REPORTING CITIES				2.2	8.7
Group I (1,000,000 and over)					
1. Detroit, Mich.	114	140	134	2.6	9.2
2. Chicago, Ill.	197	216	229	2.9	8.0
3. Philadelphia, Pa.	103	118	105	3.1	7.5
All cities in this group				3.2	7.4
4. New York, N. Y.	353	348	387	3.7	6.7
Group II (750,000 to 1,000,000)					
1. St. Louis, Mo.	50	68	51	2.6	8.8
2. San Francisco, Calif.	56	51	49	3.0	10.8
3. Washington, D. C.	44	37	41	3.0	7.7
All cities in this group				3.1	10.0
4. Baltimore, Md.	65	78	63	3.2	10.3
5. Cleveland, Ohio	75	65	49	3.6	12.3
Group III (500,000 to 750,000)					
1. Milwaukee, Wis.	25	45	28	1.5	5.3
2. Seattle, Wash.	27	37	16	1.6	7.2
3. Minneapolis, Minn.	24	20	23	1.8	6.9
4. Boston, Mass.	25	42	34	2.1	5.2
5. Dallas, Texas	41	21	22	2.3	11.2
6. Pittsburgh, Pa.	31	36	41	2.4	6.9
All cities in this group				2.4	8.6
7. Buffalo, N. Y.	35	31	34	2.7	9.1
8. Houston, Texas	62	43	56	2.9	13.1
9. New Orleans, La.	52	47	40	4.6	13.0
Group IV (350,000 to 500,000)					
1. Indianapolis, Ind.	23	28	27	1.6	8.1
2. Denver, Colo.	23	22	25	1.6	8.3
3. Kansas City, Mo.	20	26	23	1.8	6.6
4. Portland, Ore.	25	28	27	1.8	10.0
5. Memphis, Tenn.	19	26	23	2.1	7.0
6. Louisville, Ky.	23	38	32	2.2	8.9
All cities in this group				2.4	10.3
7. San Antonio, Texas	39	33	38	3.1	13.3
8. San Diego, Calif.	39	42	34	3.5	11.8
9. Atlanta, Ga.	52	40	40	4.5	18.2
Group V (200,000 to 350,000)					
1. Syracuse, N. Y.	5	10	6	0.9	3.4
2. Norfolk, Va.	6	9	5	1.0	4.2
3. Oklahoma City, Okla.	12	10	10	1.2	7.4
4. Wichita, Kan.	12	7	7	1.4	8.0
5. Rochester, N. Y.	15	5	13	1.6	6.8
6. St. Paul, Minn.	14	15	20	1.6	6.7
7. Richmond, Va.	12	24	15	1.7	7.6
8. Miami, Fla.	25	19	19	1.8	14.5
9. Dayton, Ohio	17	16	20	1.8	10.5
10. Tampa, Fla.	14	25	12	1.9	9.7
11. Fort Worth, Texas	20	36	20	1.9	9.1
All cities in this group				2.1	10.2
12. Honolulu, T. H.	19	12	14	2.2	11.5
13. Toledo, Ohio	22	12	14	2.2	10.9
14. Omaha, Neb.	16	14	11	2.2	9.6
15. Jacksonville, Fla.	14	11	13	2.2	10.3
16. Providence, R. I.	14	7	9	2.2	8.4
17. Worcester, Mass.	9	9	8	2.4	6.7
18. Birmingham, Ala.	25	29	29	3.1	11.5
19. Long Beach, Calif.	38	24	21	4.3	22.7
20. Akron, Ohio	40	23	16	4.9	21.8
Group VI (100,000 to 200,000)					
1. Montgomery, Ala.	1	5	6	0.3	1.4
2. Lubbock, Texas	1	3	8	0.3	1.4
3. Berkeley, Calif.	1	8	2	0.3	1.3
4. Wilmington, Del.	4	4	3	0.8	5.4
5. Hartford, Conn.	3	6	4	0.9	2.5
6. Waterbury, Conn.	2	4	11	0.9	2.9
7. Lincoln, Neb.	3	8	1	0.9	3.9
8. Sacramento, Calif.	6	14	10	0.9	5.7
9. Phoenix, Ariz.	9	16	16	0.9	10.5
10. Trenton, N. J.	5	6	3	1.1	5.9
11. Salt Lake City, Utah	7	15	7	1.2	5.8
12. Baton Rouge, La.	5	6	4	1.2	6.0
13. South Bend, Ind.	5	7	2	1.2	6.5
14. Yonkers, N. Y.	4	6	5	1.2	3.9
15. Nashville, Tenn.	8	20	13	1.2	6.9
16. Allentown, Pa.	4	2	9	1.3	5.6
17. Utica, N. Y.	3	0	3	1.3	4.4
18. Flint, Mich.	11	15	18	1.6	10.1
19. Fort Wayne, Ind.	8	9	6	1.6	8.3
20. Arlington, Va.	6	7	2	1.6	6.6
21. Austin, Texas	7	10	11	1.6	8.0
22. Peoria, Ill.	6	3	4	1.6	7.9
23. Knoxville, Tenn.	7	7	7	1.6	8.4
24. Spokane, Wash.	9	16	10	1.7	7.3
25. Charlotte, N. C.	9	16	15	1.7	10.1
26. Grand Rapids, Mich.	13	18	10	1.7	11.0
27. Fresno, Calif.	11	5	6	1.8	15.3
28. Albuquerque, N. M.	10	4	11	1.8	10.8
29. Des Moines, Iowa	11	5	8	1.9	9.3
30. Little Rock, Ark.	6	8	2	1.9	8.4
31. Amarillo, Texas	6	10	6	1.9	9.0
32. Glendale, Calif.	7	9	5	2.0	10.0
33. Bridgeport, Conn.	8	7	5	2.0	7.6
34. San Jose, Calif.	11	20	8	2.0	12.9
35. Youngstown, Ohio	10	13	13	2.0	8.9
All cities in this group				2.0	10.1
36. Erie, Pa.	9	6	7	2.2	10.3
37. Canton, Ohio	9	11	5	2.2	11.5
38. Evansville, Ind.	9	6	6	2.2	10.5
39. Savannah, Ga.	7	8	11	2.2	8.8
40. Corpus Christi, Texas	10	10	13	2.3	13.9
41. Tacoma, Wash.	11	9	11	2.3	10.6
42. Rockford, Ill.	10	2	8	2.3	13.4
43. New Haven, Conn.	8	7	5	2.4	7.3
44. Shreveport, La.	11	12	4	2.4	13.0
45. Reading, Pa.	8	1	4	2.8	11.0
46. Duluth, Minn.	9	6	8	3.2	12.9
47. Chattanooga, Tenn.	12	17	8	3.3	13.7
48. Gary, Ind.	15	17	11	3.5	13.3
49. Pasadena, Calif.	15	11	10	3.5	21.5
50. Mobile, Ala.	14	20	10	3.8	12.1
Group VII (50,000 to 100,000)					
1. Racine, Wis.	0	2	4	0.0	0.0
2. Lynn, Mass.	0	2	1	0.0	0.0
3. Springfield, Ill.	1	2	9	0.3	1.8
4. Pontiac, Mich.	1	4	7	0.3	2.0
5. Pensacola, Fla.	1	4	2	0.4	2.9
6. Santa Ana, Calif.	1	6	7	0.4	2.2
7. Charleston, W. Va.	1	2	4	0.4	2.0
8. Jackson, Mich.	1	4	5	0.4	2.9
9. Terre Haute, Ind.	1	7	6	0.4	2.3
10. Augusta, Ga.	1	6	5	0.5	2.1
11. Mount Vernon, N. Y.	1	2	3	0.5	2.1
12. Pawtucket, R. I.	1	2	2	0.5	1.8
13. Sioux Falls, S. D.	1	2	3	0.6	2.8
14. Kenosha, Wis.	1	1	1	0.6	2.8
15. Raleigh, N. C.	2	3	1	0.6	4.6
16. New Britain, Conn.	1	1	3	0.6	2.0
17. Oak Park, Ill.	1	7	3	0.6	2.4
18. Berwyn, Ill.	1	1	2	0.6	2.9
19. Springfield, Ohio	2	3	4	0.8	3.8
20. Orlando, Fla.	3	5	1	0.8	8.6
21. Medford, Mass.	1	5	1	0.8	2.3
22. Brookline, Mass.	1	2	2	0.9	2.6
23. Muncie, Ind.	2	5	4	0.9	5.1
24. Waltham, Mass.	1	3	3	0.9	3.0
25. Burbank, Calif.	3	2	5	0.9	5.1
26. Lake Charles, La.	2	2	2	1.0	5.4
27. Abilene, Texas	2	2	2	1.0	5.0
28. Greenville, S. C.	3	5	3	1.1	7.7
29. Richmond, Calif.	2	10	3	1.1	3.0
30. San Mateo, Calif.	2	6	3	1.1	5.0
31. Manchester, N. H.	2	4	4	1.1	3.6
32. Fort Lauderdale, Fla.	4	6	4	1.1	9.5
33. Colorado Spgs., Colo.	3	2	3	1.2	7.2
34. Lakewood, Ohio	2	3	3	1.2	4.4
35. Jackson, Miss.	4	6	11	1.2	6.1
36. Kalamazoo, Mich.	4	7	1	1.2	10.4
37. Columbus, Ga.	3	2	5	1.2	5.7
38. Schenectady, N. Y.	4	1	2	1.3	6.5
39. Topeka, Kan.	4	4	2	1.3	7.2
40. Madison, Wis.	4	1	4	1.3	6.2
41. Wichita Falls, Texas	3	3	3	1.3	5.0
42. Hamilton, Ohio	3	4	0	1.3	7.8
43. W. Palm Beach, Fla.	3	9	2	1.3	8.8
44. Charleston, S. C.	2	4	3	1.4	4.3
45. Alexandria, Va.	4	3	1	1.4	9.7
46. Hayward, Calif.	3	6	1	1.4	8.2
47. Anderson, Ind.	3	3	2	1.5	9.0
48. Stamford, Conn.	3	3	8	1.5	6.1
49. Royal Oak, Mich.	4	5	3	1.5	8.5
50. Evanston, Ill.	3	0	2	1.5	6.0
51. Macon, Ga.	4	2	4	1.5	8.5
52. Dubuque, Iowa	2	2	4	1.5	5.9
53. Lansing, Mich.	6	3	5	1.6	9.8
54. Bethlehem, Pa.	3	7	2	1.6	6.8
55. Pittsfield, Mass.	2	2	9	1.6	5.4
56. Cedar Rapids, Iowa	4	3	3	1.6	8.3
57. Bay City, Mich.	3	2	2	1.6	8.6
58. Niagara Falls, N. Y.	4	14	5	1.7	6.6
59. Battle Creek, Mich.	4	0	5	1.7	11.6
60. Lancaster, Pa.	4	4	2	1.7	9.4
61. Wilkes-Barre, Pa.	3	2	2	1.7	5.9
All cities in this group				1.7	8.6
62. Davenport, Iowa	4	3	4	1.8	8.1
63. Johnstown, Pa.	4	1	7	1.8	9.5
64. Covington, Ky.	3	3	3	1.9	7.0
65. Pueblo, Colo.	5	1	8	1.9	11.8
66. Joliet, Ill.	5	7	4	2.0	12.1
67. Green Bay, Wis.	4	6	2	2.0	11.4
68. Waterloo, Iowa	4	4	3	2.0	9.2
69. Beaumont, Texas	6	3	7	2.1	9.6
70. St. Joseph, Mo.	4	4	1	2.1	7.6
71. Tucson, Ariz.	11	8	0	2.1	31.3
72. Waco, Texas	6	10	5	2.1	10.6
73. Portsmouth, Va.	4	3	2	2.1	7.5
74. Pomona, Calif.	4	1	7	2.1	10.2
75. West Allis, Wis.	3	2	1	2.2	8.2
76. Decatur, Ill.	6	4	2	2.2	12.2
77. Stockton, Calif.	9	5	6	2.3	18.0
78. Durham, N. C.	5	2	2	2.3	10.5
79. Passaic, N. J.	3	2	2	2.5	7.8
80. Binghamton, N. Y.	6	1	4	2.5	11.2
81. Roanoke, Va.	7	3	7	2.6	11.4
82. Aurora, Ill.	5	0	1	2.7	13.2
83. Brockton, Mass.	4	0	4	2.7	9.6
84. Sioux City, Iowa	6	10	0	2.7	10.7
85. Winston-Salem, N. C.	9	4	3	2.8	15.4
86. Columbia, S. C.	8	4	3	2.9	12.5
87. Saginaw, Mich.	10	8	9	2.9	16.1
88. Gadsden, Ala.	3	3	3	3.0	8.1
89. Compton, Calif.	7	3	5	3.0	16.5
90. St. Petersburg, Fla.	15	11	14	3.0	23.3
91. Greensboro, N. C.	9	4	3	3.1	18.1
92. East Orange, N. J.	6	7	3	3.3	11.3
93. Portland, Me.	6	7	2	3.4	11.6
94. East Chicago, Ind.	4	3	0	3.5	11.0
95. Woonsocket, R. I.	4	1	4	3.5	12.0
96. San Bernardino, Calif.	12	8	9	3.6	21.7
97. Springfield, Mo.	9	1	4	3.6	20.2
98. Santa Monica, Calif.	7	5	7	3.8	14.0
99. Asheville, N. C.	7	1	6	3.9	19.8
100. Wheeling, W. Va.	6	4	5	4.0	15.3
101. Atlantic City, N. J.	4	9	7	4.7	9.7
102. Hammond, Ind.	13	7	3	5.4	22.3
103. Fort Smith, Ark.	9	3	2	6.4	24.0

	Eight Months 1957	1956	1955	1957 Reg. Rate	1957 Pop. Rate
Group VIII (25,000 to 50,000)					
1. Las Vegas, Nev.	0	0	7	0.0	0.0
2. Yakima, Wash.	0	2	0	0.0	0.0
3. Billings, Mont.	0	0	2	0.0	0.0
4. Spartanburg, S. C.	0	1	4	0.0	0.0
5. Poughkeepsie, N. Y.	0	1	2	0.0	0.0
6. Kokomo, Ind.	0	1	3	0.0	0.0
7. Tallahassee, Fla.	0	0	0	0.0	0.0
8. Elmira, N. Y.	0	2	1	0.0	0.0
9. St. Clair Shores, Mich.	0	5	4	0.0	0.0
10. West Haven, Conn.	0	4	5	0.0	0.0
11. Richmond, Ind.	0	0	0	0.0	0.0
12. Great Falls, Mont.	0	2	3	0.0	0.0
13. Rock Island, Ill.	0	7	1	0.0	0.0
14. Enid, Okla.	0	1	2	0.0	0.0
15. Cuyahoga Falls, Ohio	0	4	0	0.0	0.0
16. Bloomington, Ind.	0	0	0	0.0	0.0
17. Fargo, N. D.	0	0	1	0.0	0.0
18. Eau Claire, Wis.	0	1	3	0.0	0.0
19. Arlington, Mass.	0	0	2	0.0	0.0
20. Rome, N. Y.	0	0	0	0.0	0.0
21. Elmhurst, Ill.	0	0	0	0.0	0.0
22. Gainesville, Fla.	0	1	0	0.0	0.0
23. Galesburg, Ill.	0	0	2	0.0	0.0
24. Wausau, Wis.	0	1	2	0.0	0.0
25. Kingston, N. Y.	0	0	0	0.0	0.0
26. Daly City, Calif.	0	1	0	0.0	0.0
27. Jackson, Tenn.	0	0	4	0.0	0.0
28. Mason City, Iowa	0	1	0	0.0	0.0
29. Walla Walla, Wash.	0	1	0	0.0	0.0
30. Fond du Lac, Wis.	0	1	0	0.0	0.0
31. St. Louis Pk., Minn.	0	1	2	0.0	0.0
32. Chicago Heights, Ill.	0	1	3	0.0	0.0
33. New Kensington, Pa.	0	1	0	0.0	0.0
34. National City, Calif.	0	0	4	0.0	0.0
35. New London, Conn.	0	2	1	0.0	0.0
36. Richfield, Minn.	0	0	0	0.0	0.0
37. Shaker Heights, Ohio	0	0	0	0.0	0.0
38. Urbana, Ill.	0	1	1	0.0	0.0
39. Winona, Minn.	0	6	4	0.0	0.0
40. Concord, N. H.	0	1	2	0.0	0.0
41. Mt. Lebanon, Pa.	0	0	0	0.0	0.0
42. Park Forest, Ill.	0	1	0	0.0	0.0
43. Annapolis, Md.	0	0	2	0.0	0.0
44. Boise, Idaho	1	2	3	0.4	4.4
45. Reno, Nev.	1	1	2	0.5	4.6
46. High Point, N. C.	1	2	0	0.6	3.8
47. Lafayette, Ind.	1	0	0	0.6	3.8
48. Waukegan, Ill.	1	3	1	0.7	3.2
49. Beverly Hills, Calif.	1	3	2	0.7	4.9
50. Hutchinson, Kans.	1	2	1	0.7	4.1
51. Council Bluffs, Iowa	1	4	0	0.7	3.3
52. Vallejo, Calif.	1	2	3	0.7	4.3
53. Plainfield, N. J.	1	1	2	0.7	3.5
54. Elyria, Ohio	1	1	0	0.7	5.0
55. Owensboro, Ky.	1	3	1	0.8	4.5
56. Zanesville, Ohio	1	0	1	0.8	3.7
57. La Crosse, Wis.	1	4	0	0.8	3.2
58. Bloomfield, N. J.	1	1	1	0.8	3.0
59. Appleton, Wis.	1	1	3	0.8	4.4
60. Culver City, Calif.	1	2	5	0.8	4.8
61. Jamestown, N. Y.	1	2	1	0.8	3.5
62. Tuscaloosa, Ala.	1	4	4	0.8	3.2
63. Salina, Kan.	1	1	0	0.8	4.6
64. Bellingham, Wash.	1	4	1	0.8	4.2
65. Rome, Ga.	1	3	2	0.8	5.1
66. Newburgh, N. Y.	1	1	2	0.8	4.7
67. Sheboygan, Wis.	1	2	2	0.8	3.5
68. Lwr. Merion Twp., Pa.	1	3	2	0.9	3.1
69. West Hartford, Conn.	1	2	2	0.9	3.4
70. Ferndale, Mich.	1	1	1	0.9	5.1
71. Granite City, Ill.	1	4	1	1.0	4.4
72. Maywood, Ill.	1	2	1	1.0	5.4
73. Hamden, Conn.	1	3	2	1.0	5.1
74. Findlay, Ohio	1	2	2	1.0	6.3
75. Norwich, Conn.	1	4	1	1.1	4.0
76. West Orange, N. J.	1	1	2	1.1	5.2
77. Fitchburg, Mass.	1	1	1	1.1	3.5
78. White Plains, N. Y.	2	4	2	1.1	6.9
79. Torrington, Conn.	1	0	2	1.1	5.4
80. Kearny, N. J.	1	3	6	1.1	3.8
81. St. Cloud, Minn.	1	2	3	1.2	5.3
82. Bangor, Me.	1	2	2	1.2	4.7
83. Muskegon, Mich.	3	2	0	1.2	9.3
84. Freeport, Ill.	1	2	0	1.3	6.0
85. Teaneck, N. J.	1	1	5	1.3	4.4
86. Oak Ridge, Tenn.	1	1	2	1.4	5.0
87. Cheyenne, Wyo.	2	0	0	1.4	9.4
88. Easton, Pa.	2	3	2	1.4	8.4
89. Odessa, Texas	3	1	1	1.4	15.3
90. Bristol, Conn.	1	2	3	1.4	4.2
91. Warren, Ohio	3	4	4	1.5	9.0
92. Mansfield, Ohio	3	8	1	1.5	10.3
93. Grand Forks, N. D.	1	2	0	1.5	5.6
All cities in this group				1.5	7.5
94. Hagerstown, Md.	2	1	3	1.6	8.3
95. Palo Alto, Calif.	3	4	1	1.6	11.0
96. Tyler, Texas	3	2	3	1.7	11.3
97. Hamtramck, Mich.	2	2	2	1.7	6.9
98. Oshkosh, Wis.	2	1	1	1.7	7.3
99. Marion, Ohio	2	0	2	1.7	8.9
100. Daytona Beach, Fla.	2	2	1	1.8	9.9
101. Elkhart, Ind.	3	0	0	1.8	11.6
102. East Cleveland, Ohio	2	1	2	1.8	7.5
103. Portsmouth, Ohio	2	8	5	1.8	8.2
104. Chicopee, Mass.	2	2	4	1.8	6.1
105. Meriden, Conn.	2	4	4	1.8	6.8
106. Belmont, Mass.	1	1	0	1.8	5.2
107. Rochester, Minn.	2	0	2	1.9	10.0
108. Midland, Texas	3	2	0	1.9	13.6
109. Barberton, Ohio	2	1	1	1.9	10.8
110. Coral Gables, Fla.	2	5	2	1.9	10.3
111. Euclid, Ohio	2	5	1	2.0	7.2
112. Michigan City, Ind.	2	1	1	2.0	9.5
113. Linden, N. J.	2	2	5	2.0	9.8
114. Steubenville, Ohio	2	1	2	2.0	8.4
115. Everett, Wash.	3	1	3	2.0	13.1
116. Elgin, Ill.	3	2	2	2.1	9.5
117. Lockport, N. Y.	2	2	1	2.1	12.0
118. Monrovia, Calif.	2	3	0	2.1	11.9
119. Wyandotte, Mich.	4	1	3	2.1	16.3
120. Parma, Ohio	3	2	3	2.2	15.6
121. Wilmington, N. C.	3	5	3	2.2	10.0
122. San Leandro, Calif.	4	1	3	2.3	18.3
123. Petersburg, Va.	2	3	2	2.3	8.5
124. Fairfield, Conn.	2	3	5	2.3	9.8
125. Moline, Ill.	3	4	3	2.3	11.1
126. Manitowoc, Wis.	2	0	1	2.4	10.9
127. Albany, Ga.	3	4	2	2.4	14.4
128. Montclair, N. J.	2	2	2	2.5	6.8
129. University City, Mo.	3	0	1	2.5	11.3
130. Kettering, Ohio	4	2	1	2.6	15.7
131. Champaign, Ill.	3	4	0	2.7	10.0
132. Danbury, Conn.	3	2	0	2.8	14.9
133. Bloomington, Ill.	3	0	1	2.9	12.5
134. Middletown, Conn.	2	3	0	3.0	10.1
135. Burlington, Iowa	3	2	0	3.1	14.7
136. Lynchburg, Va.	4	3	2	3.2	12.6
137. Wauwatosa, Wis.	4	2	2	3.3	18.0
138. Clearwater, Fla.	4	5	2	3.3	20.6
139. Lincoln Park, Mich.	4	5	1	3.5	20.5
140. Highland Park, Mich.	5	4	5	3.5	16.2
141. Pocatello, Idaho	4	1	0	3.6	22.1
142. Rapid City, S. D.	4	3	1	3.6	23.7
143. Milford, Conn.	3	0	2	3.7	16.7
144. Beloit, Wis.	4	0	0	3.8	20.3
145. Mishawaka, Ind.	4	1	0	3.8	18.2
146. East Hartford, Conn.	4	2	1	3.8	20.1
147. Quincy, Ill.	5	3	3	3.9	17.7
148. Sandusky, Ohio	4	1	2	3.9	20.4
149. Provo, Utah	3	3	2	4.0	15.6
150. Newport News, Va.	4	0	1	4.0	14.2
151. Vancouver, Wash.	7	3	0	4.3	24.8
152. Danville, Va.	5	3	2	4.5	16.8
153. Stratford, Conn.	6	2	0	5.6	26.9
154. Revere, Mass.	4	2	2	6.1	15.2
155. Norwalk, Conn.	6	6	4	6.4	18.2
156. Pine Bluff, Ark.	7	2	1	6.4	26.4
157. Superior, Wis.	5	2	2	7.1	21.2
158. Greenwich, Conn.	8	3	4	7.5	29.4
159. Manchester, Conn.	8	9	1	8.5	35.2
Group IX (10,000 to 25,000)					
1. Casper, Wyo.	0	2	1	0.0	0.0
2. Kingsport, Tenn.	0	0	0	0.0	0.0
3. Benton Harbor, Mich.	0	0	1	0.0	0.0
4. Chico, Calif.	0	0	1	0.0	0.0
5. Fort Myers, Fla.	0	1	0	0.0	0.0
6. Fair Lawn, N. J.	0	0	3	0.0	0.0
7. Waukesha, Wis.	0	3	2	0.0	0.0
8. Austin, Minn.	0	1	0	0.0	0.0
9. Sumter, S. C.	0	0	2	0.0	0.0
10. Rock Hill, S. C.	0	1	3	0.0	0.0
11. Ponca City, Okla.	0	2	2	0.0	0.0
12. Shorewood, Wis.	0	0	3	0.0	0.0
13. Lodi, Calif.	0	1	0	0.0	0.0
14. Uniontown, Pa.	0	1	1	0.0	0.0
15. Longview, Wash.	0	0	1	0.0	0.0
16. Hazel Park, Mich.	0	1	2	0.0	0.0
17. Kinston, N. C.	0	1	0	0.0	0.0
18. Richland, Wash.	0	1	0	0.0	0.0
19. Fremont, Ohio	0	3	0	0.0	0.0
20. La Grange, Ill.	0	0	0	0.0	0.0
21. Floral Park, N. Y.	0	0	0	0.0	0.0
22. Lufkin, Texas	0	0	1	0.0	0.0
23. Meadville, Pa.	0	1	1	0.0	0.0
24. Great Bend, Kan.	0	1	1	0.0	0.0
25. Hanford, Calif.	0	0	1	0.0	0.0
26. Ames, Iowa	0	1	1	0.0	0.0
27. Plainview, Texas	0	0	1	0.0	0.0
28. Bismarck, N. D.	0	0	0	0.0	0.0
29. Port Chester, N. Y.	0	2	1	0.0	0.0
30. Sedalia, Mo.	0	0	0	0.0	0.0
31. Whitefish Bay, Wis.	0	0	0	0.0	0.0
32. Helena, Mont.	0	0	1	0.0	0.0
33. Frederick, Md.	0	0	1	0.0	0.0
34. Bloomington, Minn.	0	1	2	0.0	0.0
35. Huntington, Ind.	0	2	0	0.0	0.0
36. Frankfort, Ind.	0	0	0	0.0	0.0
37. Goshen, Ind.	0	1	0	0.0	0.0
38. North Platte, Neb.	0	0	0	0.0	0.0
39. Pittsburg, Calif.	0	1	0	0.0	0.0
40. Bristol, Pa.	0	0	0	0.0	0.0
41. Hibbing, Minn.	0	0	0	0.0	0.0
42. Caldwell, Idaho	0	0	0	0.0	0.0
43. Corvallis, Ore.	0	3	0	0.0	0.0
44. Jeffersonville, Ind.	0	0	2	0.0	0.0
45. Valparaiso, Ind.	0	0	1	0.0	0.0
46. Pittsburg, Kan.	0	0	0	0.0	0.0
47. Connersville, Ind.	0	0	1	0.0	0.0
48. Highland Park, Ill.	0	1	6	0.0	0.0
49. Peru, Ind.	0	1	0	0.0	0.0
50. Mt. Vernon, Ill.	0	1	2	0.0	0.0
51. Cape Girardeau, Mo.	0	1	1	0.0	0.0
52. W. Springfield, Mass.	0	3	1	0.0	0.0
53. Sterling, Ill.	0	0	0	0.0	0.0
54. Emporia, Kans.	0	0	0	0.0	0.0
55. Wisconsin Rpds., Wis.	0	0	1	0.0	0.0
56. Xenia, Ohio	0	1	0	0.0	0.0
57. Johnson City, N. Y.	0	0	0	0.0	0.0
58. Bellevue, Pa.	0	0	0	0.0	0.0
59. East Lansing, Mich.	0	0	1	0.0	0.0
60. Highland Park, Texas	0	0	0	0.0	0.0
61. Moorhead, Minn.	0	0	1	0.0	0.0
62. Suffolk, Va.	0	1	1	0.0	0.0
63. Elmwood Park, Ill.	0	1	3	0.0	0.0
64. Brainerd, Minn.	0	0	1	0.0	0.0
65. North Adams, Mass.	0	1	3	0.0	0.0
66. Newton, Kans.	0	1	0	0.0	0.0
67. Norfolk, Neb.	0	0	0	0.0	0.0
68. Attleboro, Mass.	0	0	1	0.0	0.0
69. Stevens Point, Wis.	0	2	0	0.0	0.0
70. Mt. Pleasant, Mich.	0	1	0	0.0	0.0
71. Owatonna, Minn.	0	0	0	0.0	0.0
72. Faribault, Minn.	0	1	0	0.0	0.0
73. Rocky River, Ohio	0	0	1	0.0	0.0
74. East Moline, Ill.	0	0	0	0.0	0.0
75. Winfield, Kans.	0	0	0	0.0	0.0
76. Lamesa, Texas	0	0	0	0.0	0.0
77. Fergus Falls, Minn.	0	0	0	0.0	0.0
78. Bristol, Va.	0	0	1	0.0	0.0
79. St. Joseph, Mich.	0	0	0	0.0	0.0
80. South Orange, N. J.	0	0	0	0.0	0.0
81. River Rouge, Mich.	0	3	2	0.0	0.0
82. Logan, Utah	0	0	1	0.0	0.0
83. Needham, Mass.	0	1	0	0.0	0.0
84. Albany, Calif.	0	0	0	0.0	0.0
85. Gardner, Mass.	0	1	0	0.0	0.0
86. Hopewell, Va.	0	1	1	0.0	0.0
87. Garden City, Kan.	0	2	0	0.0	0.0
88. Conneaut, Ohio	0	0	0	0.0	0.0
89. Villa Park, Ill.	0	1	5	0.0	0.0
90. Mitchell, S. D.	0	0	1	0.0	0.0
91. Atchison, Kan.	0	0	2	0.0	0.0
92. Marshfield, Wis.	0	0	1	0.0	0.0
93. Darien, Conn.	0	1	5	0.0	0.0
94. Central Falls, R. I.	0	0	0	0.0	0.0
95. Virginia, Minn.	0	0	0	0.0	0.0
96. Albion, Mich.	0	2	0	0.0	0.0
97. State College, Pa.	0	0	0	0.0	0.0
98. Du Bois, Pa.	0	1	0	0.0	0.0
99. Hornell, N. Y.	0	0	0	0.0	0.0
100. Bellefontaine, Ohio	0	0	0	0.0	0.0
101. Red Wing, Minn.	0	0	1	0.0	0.0
102. Rialto, Calif.	0	5	—	0.0	0.0
103. Bemidji, Minn.	0	0	0	0.0	0.0
104. Moscow, Idaho	0	0	0	0.0	0.0
105. Cadillac, Mich.	0	0	1	0.0	0.0
106. La Salle, Ill.	0	0	2	0.0	0.0
107. Swampscott, Mass.	0	0	1	0.0	0.0
108. Windsor, Conn.	0	3	1	0.0	0.0
109. Two Rivers, Wis.	0	0	0	0.0	0.0
110. Bellaire, Ohio	0	0	3	0.0	0.0
111. Webster, Mass.	0	0	1	0.0	0.0
112. Ashland, Wis.	0	1	0	0.0	0.0
113. Amerst, Mass.	0	0	0	0.0	0.0
114. Takoma Park, Md.	0	1	0	0.0	0.0
115. Donora, Pa.	0	1	0	0.0	0.0
116. Aurora, Colo.	1	0	0	0.8	13.2
117. Modesto, Calif.	2	3	2	0.8	17.2
118. Ventura, Calif.	1	2	2	0.8	9.1
119. Santa Cruz, Calif.	1	1	1	0.9	6.6
120. Robbinsdale, Minn.	1	1	0	0.9	13.3
121. South Euclid, Ohio	1	1	1	0.9	9.7
122. Boulder, Colo.	1	0	0	1.0	7.5
123. Janesville, Wis.	1	0	0	1.0	6.0
124. La Mesa, Calif.	1	2	2	1.1	6.4
125. Westfield, N. J.	1	1	0	1.1	7.1
126. Birmingham, Mich.	2	0	1	1.1	19.4
127. El Cerrito, Calif.	1	2	0	1.2	6.4
128. Bell, Calif.	1	2	0	1.2	9.7
129. Lawrence, Kan.	1	0	0	1.2	6.4
130. Mankato, Minn.	1	2	0	1.2	8.0
131. Morristown, N. J.	1	0	0	1.3	8.8
132. Kenmore, N. Y.	1	0	1	1.3	7.5
133. Wooster, Ohio	1	0	1	1.4	10.7
134. Homewood, Ala.	1	0	1	1.4	8.3
135. Tiffin, Ohio	1	0	0	1.4	7.9
136. Owosso, Mich.	1	1	0	1.5	9.4
137. East Haven, Conn.	1	0	0	1.5	12.3
138. Borger, Texas	1	1	2	1.5	8.3
139. Monterey, Calif.	1	0	5	1.5	6.9

	Eight Months 1957	1956	1955	1957 Reg. Rate	1957 Pop. Rate
140. Denison, Texas	1	3	2	**1.5**	**8.6**
141. Ashland, Ohio	1	1	2	1.5	10.5
142. Muscatine, Iowa	1	3	1	**1.6**	7.9
143. Mt. Clemens, Mich.	2	0	1	1.6	17.6
144. Coffeyville, Kan.	1	0	0	1.6	8.6
145. Reidsville, N. C.	1	0	1	1.6	12.8
146. Marietta, Ohio	1	0	1	1.6	9.4
147. Streator, Ill.	1	0	0	1.6	8.6
148. Cranford, N. J.	1	0	0	1.6	8.1
All cities in this group				1.6	9.2
149. So. Portland, Me.	1	0	0	1.7	6.8
150. Hillside, N. J.	1	0	0	1.7	7.1
151. Wilmette, Ill.	1	3	1	**1.7**	7.5
152. Port Angeles, Wash.	1	0	1	1.7	12.6
153. Wheaton, Ill.	1	1	0	1.7	8.1
154. Butler, Pa.	2	0	1	1.8	12.8
155. McAlester, Okla.	1	0	0	1.8	8.4
156. Maple Heights, Ohio	1	3	2	**1.8**	**9.6**
157. Stillwater, Okla.	1	0	0	1.8	7.4
158. Alpena, Mich.	1	1	0	1.8	11.5
159. Cedar Falls, Iowa	1	1	0	1.8	10.5
160. Monroe, N. C.	1	1	2	1.8	14.9
161. Arkansas City, Kan.	1	0	0	1.8	10.6
162. Ypsilanti, Mich.	2	0	1	1.8	16.4
163. Wallingford, Conn.	1	3	1	**1.9**	**8.8**
164. Holland, Mich.	2	0	0	1.9	18.9
165. Monroe, Mich.	2	0	0	1.9	14.0
166. Greenwood, Miss.	1	0	3	1.9	8.3
167. Massena, N. Y.	1	0	0	1.9	11.5
168. Niles, Ohio	1	2	1	**2.0**	**8.9**
169. Antioch, Calif.	1	1	0	2.0	9.7
170. Sweetwater, Texas	1	1	1	2.0	11.0
171. Brookfield, Ill.	1	0	0	2.0	7.7
172. Astoria, Ore.	1	1	0	2.1	12.2
173. Boone, Iowa	1	1	1	2.1	12.3
174. Hollywood, Fla.	3	0	2	2.3	19.7
175. Winnetka, Ill.	1	0	0	2.3	11.5
176. Shelton, Conn.	1	0	0	2.3	11.8
177. Carlsbad, N. M.	2	2	0	2.4	16.7
178. Escanaba, Mich.	1	3	3	**2.4**	**9.9**
179. Ansonia, Conn.	1	0	1	2.5	8.0
180. Medford, Ore.	3	0	2	2.5	25.6
181. Sherman, Texas	2	0	1	2.5	14.9
182. Vernon, Conn.	1	2	0	**2.5**	**14.9**
183. Mansfield, Conn.	1	1	3	2.5	15.0
184. Ocala, Fla.	2	5	0	**2.6**	**25.6**
185. Bowling Green, Ohio	1	0	0	2.6	12.5
186. Webster Groves, Mo.	2	0	0	2.6	12.8
187. Charles City, Iowa	1	0	1	2.7	14.6
188. North Miami, Fla.	1	1	2	2.7	6.4
189. Westport, Conn.	2	2	2	2.8	25.6
190. Victoria, Texas	3	0	1	2.8	28.0
191. Los Alamos, N. M.	1	0	0	2.8	11.4
192. Marinetta, Wis.	1	1	1	2.8	10.6
193. Traverse City, Mich.	2	2	0	2.9	17.6
194. Ironwood, Mich.	1	1	1	2.9	13.0
195. Winchester, Conn.	1	0	0	3.0	14.3
196. Ottawa, Ill.	2	1	1	3.0	16.7
197. Edina, Minn.	2	1	0	3.0	13.6
198. Greeley, Colo.	3	2	1	3.1	22.1
199. Groton, Conn.	1	4	2	**3.1**	**6.8**
200. Milford, Mass.	1	0	0	3.1	9.6
201. Aberdeen, S. D.	2	1	0	3.1	14.2
202. Branford, Conn.	1	5	5	**3.2**	**13.8**
203. Ridgefield Pk., N. J.	1	0	1	3.3	12.5
204. Texarkana, Ark.	2	0	3	3.3	15.2
205. Middleborough, Mass.	1	2	2	**3.4**	**13.5**
206. Leominster, Mass.	2	0	0	3.4	12.1
207. Niles, Mich.	3	1	0	3.5	34.4
208. Klamath Falls, Ore.	4	0	0	3.6	37.7
209. Florence, S. C.	3	0	3	3.6	20.0
210. La Porte, Ind.	3	0	1	3.6	22.1
211. St. Augustine, Fla.	2	0	0	3.6	22.1
212. Derby, Conn.	1	0	0	3.6	14.6
213. Statesville, N. C.	3	1	0	3.6	26.6
214. Stoughton, Mass.	1	0	2	3.7	10.9
215. Newport Beach, Calif.	2	2	2	3.7	14.2
216. Roseville, Mich.	4	1	0	3.9	38.0
217. Muskegon Hts., Mich.	2	1	1	4.1	16.0
218. Orange, Calif.	3	3	3	4.1	26.9
219. Naugatuck, Conn.	2	0	1	4.3	17.1
220. Windham, Conn.	2	3	0	**4.4**	**18.9**
221. Grosse Pt. Wds., Mich.	1	0	0	4.4	14.4
222. Rye, N. Y.	2	0	1	4.8	25.6
223. Kennewick, Wash.	3	0	0	4.8	33.6
224. Martinsburg, W. Va.	3	0	0	4.9	28.8
225. Albert Lea, Minn.	3	0	0	4.9	33.3
226. Livermore, Calif.	2	0	0	4.9	29.4
227. Lake Worth, Fla.	4	0	1	4.9	39.2
228. Ecorse, Mich.	2	0	2	4.9	16.8
229. Watertown, Conn.	1	0	0	5.2	14.0
230. Salisbury, N. C.	5	1	4	5.3	37.3
231. Berkley, Mich.	3	0	0	5.3	25.1
232. Beacon, N. Y.	2	0	1	6.2	21.4
233. Hawthorne, N. J.	3	0	0	6.4	30.4
234. Fort Thomas, Ky.	2	1	0	6.4	27.5
235. Livonia, Mich.	7	2	7	6.8	60.0
236. Wethersfield, Conn.	3	1	1	6.9	36.0
237. So. Milwaukee, Wis.	3	1	1	7.0	34.9
238. Grosse Pte. Pk., Mich.	2	1	0	7.0	22.9
239. Las Cruces, N. M.	4	1	1	7.0	48.8
240. Van Wert, Ohio	3	0	0	7.4	43.3
241. Napa, Calif.	10	2	0	8.3	98.0
242. Calumet City, Ill.	5	1	1	8.7	37.5
243. Cudahy, Wis.	3	0	1	9.2	36.9
244. Southington, Conn.	3	2	2	10.3	34.4
245. Killingly, Conn.	4	1	1	17.4	60.0
246. Enfield, Conn.	1	2	2	**18.5**	**9.7**
247. Stonington, Conn.	2	4	1	**20.0**	**25.4**
CANADIAN CITIES					
Toronto, Ont.	68	41	31		7.8
Vancouver, B. C.	19	25	14		8.3
Hamilton, Ont.	17	17	9		12.2
Montreal, Que.	90	79	62		13.2

TRAFFIC DEATHS—STATE RECORDS

Deaths are reported by state traffic authorities.

Population Rate: U. S. population rate is the estimated annual number of deaths per 100,000 population, assuming that deaths for the rest of the year will follow the normal seasonal pattern. State population rate is the estimated annual number of deaths per 100,000 population, assuming that the monthly average of deaths will remain at the present average for the rest of the year. Population rates are based on July 1, 1956, population estimates, U. S. Bureau of the Census, Washington, D. C.

States shown in heavy type have improved in 1957 compared with 1956, or showed no change. All figures are provisional.

Mileage Rate: The number of deaths per 100 million vehicle miles of travel.

(Figures in parenthesis following the 1957 mileage rate indicate the number of months for which the mileage rate is calculated for each state.)

	Months Reported	Deaths Identical Periods 1957	1956	1955	% Changes 1956 to 1957	1955 to 1957	1957 Pop. Rate	1957 Mile. Rate	
U.S.	8	24,730	25,200	23,503	— 2%	+ 5%	23.1	5.5	(6)
Ala.	8	595	613	499	— 3%	+ 19%	**28.5**	**8.1**	(6)
Ariz.	8	295	278	215	+ 6%	+ 37%	41.9	8.5	(7)
Ark.	8	318	282	243	+ 13%	+ 31%	26.3	9.2	(3)
Calif.	8	2,324	2,335	2,006	0%	+ 16%	**26.0**	**5.4**	(6)
Colo.	8	224	246	264	— 9%	— 15%	**20.8**	**3.7**	(5)
Conn.	8	181	194	191	— 7%	— 5%	**12.2**	**2.9**	(5)
Del.	8	58	62	67	— 6%	— 13%	**21.6**	**4.5**	(6)
D. of C.	8	44	37	41	+ 19%	+ 7%	7.6	2.6	(6)
Fla.	8	690	796	610	— 13%	+ 13%	**27.5**	**5.7**	(6)
Ga.	8	608	702	659	— 13%	— 8%	**24.6**	**6.4**	(6)
Idaho	8	128	161	114	— 20%	+ 12%	**30.7**	**5.4**	(5)
Ill.	8	1,350	1,330	1,302	+ 2%	+ 4%	**21.5**	**6.3**	(6)
Ind.	8	707	743	694	— 5%	+ 2%	**24.0**	**4.9**	(7)
Ia.	8	444	455	377	— 2%	+ 18%	**24.7**	**5.8**	(7)
Kans.	8	345	411	354	— 16%	— 3%	**24.6**	**5.3**	(6)
Ky.	8	502	469	467	+ 7%	+ 7%	**25.0**	**7.6**	(6)
La.	7	414	478	343	— 13%	+ 21%	**23.6**	**7.0**	(7)
Me.	8	88	93	98	— 5%	— 10%	**14.5**	**3.2**	(7)
Md.	8	365	339	319	+ 8%	+ 14%	**19.5**	**5.2**	(6)
Mass.	8	301	348	318	— 14%	— 5%	**9.4**	**2.6**	(6)
Mich.	8	938	1,086	1,183	— 14%	— 21%	**18.7**	**4.7**	(7)
Minn.	8	409	375	376	+ 9%	+ 9%	**18.9**	**4.7**	(6)
Miss.	8	301	329	298	— 9%	+ 1%	**21.3**	**5.9**	(6)
Mo.	8	616	690	617	— 11%	0%	**21.7**	**5.3**	(6)
Mont.	8	132	172	138	— 23%	— 4%	**31.0**	**5.7**	(6)
Neb.	8	179	193	199	— 7%	— 10%	**19.0**	**3.9**	(6)
Nev.	8	90	85	112	+ 6%	— 20%	**54.7**	**6.5**	(5)
N. H.	8	62	65	74	— 5%	— 16%	**16.6**	**3.3**	(6)
N. J.	8	546	479	479	+ 14%	+ 14%	**15.2**	**3.5**	(7)
N. M.	8	295	253	228	+ 17%	+ 29%	**54.3**	**7.7**	(6)
N. Y.	8	1,311	1,301	1,264	+ 1%	+ 4%	**12.1**	**4.3**	(7)
N. C.	8	680	706	677	— 4%	0%	**23.1**	**6.1**	(6)
N. D.	8	81	110	84	— 26%	— 4%	**18.5**	**3.5**	(6)
Ohio	8	1,282	1,231	1,185	+ 4%	+ 8%	**21.1**	**5.1**	(7)
Okla.	8	442	424	363	+ 4%	+ 22%	**29.6**	**6.4**	(6)
Ore.	8	268	266	253	+ 1%	+ 6%	**23.4**	**5.6**	(6)
Pa.	7	912	980	876	— 7%	+ 4%	**14.3**	**4.1**	(6)
R. I.	8	57	38	55	+ 50%	+ 4%	**10.3**	**2.7**	(7)
S. C.	8	468	459	431	+ 2%	+ 9%	**29.8**	**8.6**	(6)
S. D.	8	110	113	119	— 3%	— 8%	**23.7**	**5.2**	(7)
Tenn.	8	419	468	554	— 10%	— 24%	**18.1**	**4.9**	(6)
Texas	8	1,607	1,607	1,547	0%	+ 4%	**27.0**	**5.7**	(6)
Utah	8	132	137	125	— 4%	+ 6%	**24.4**	**5.6**	(5)
Vt.	8	66	55	59	+ 20%	+ 12%	**26.8**	**6.1**	(7)
Va.	8	579	533	531	+ 9%	+ 9%	**23.8**	**5.6**	(7)
Wash.	8	310	332	287	— 7%	+ 8%	**17.4**	**4.5**	(6)
W. Va.	8	306	278	233	+ 10%	+ 31%	**23.1**	**7.8**	(5)
Wis.	8	557	625	551	— 11%	+ 1%	**22.2**	**5.6**	(6)
Wyo.	8	105	116	90	— 9%	+ 17%	**49.1**	**5.9**	(6)
CANADIAN PROVINCES									
Alta	7	118	114	108	+ 4%	+ 9%	21.5		
B. C.	7	127	147	90	— 14%	+ 41%	**18.7**		
Man.	7	68	59	51	+ 15%	+ 33%	15.0		
Sask.	7	55	42	40	+ 31%	+ 38%	11.3		

	Eight Months 1957	1956	1955	1957 Reg. Rate	1957 Pop. Rate
Group VIII (25,000 to 50,000)					
1. Las Vegas, Nev.	0	0	7	0.0	0.0
2. Yakima, Wash.	0	2	0	0.0	0.0
3. Billings, Mont.	0	0	2	0.0	0.0
4. Spartanburg, S. C.	0	1	4	0.0	0.0
5. Poughkeepsie, N. Y.	0	1	2	0.0	0.0
6. Kokomo, Ind.	0	1	3	0.0	0.0
7. Tallahassee, Fla.	0	0	0	0.0	0.0
8. Elmira, N. Y.	0	2	1	0.0	0.0
9. St. Clair Shores, Mich.	0	5	4	0.0	0.0
10. West Haven, Conn.	0	4	5	0.0	0.0
11. Richmond, Ind.	0	0	0	0.0	0.0
12. Great Falls, Mont.	0	2	3	0.0	0.0
13. Rock Island, Ill.	0	7	1	0.0	0.0
14. Enid, Okla.	0	1	2	0.0	0.0
15. Cuyahoga Falls, Ohio	0	4	0	0.0	0.0
16. Bloomington, Ind.	0	0	0	0.0	0.0
17. Fargo, N. D.	0	0	1	0.0	0.0
18. Eau Claire, Wis.	0	1	3	0.0	0.0
19. Arlington, Mass.	0	0	2	0.0	0.0
20. Rome, N. Y.	0	0	0	0.0	0.0
21. Elmhurst, Ill.	0	0	0	0.0	0.0
22. Gainesville, Fla.	0	1	0	0.0	0.0
23. Galesburg, Ill.	0	0	2	0.0	0.0
24. Wausau, Wis.	0	1	2	0.0	0.0
25. Kingston, N. Y.	0	0	0	0.0	0.0
26. Daly City, Calif.	0	1	0	0.0	0.0
27. Jackson, Tenn.	0	0	4	0.0	0.0
28. Mason City, Iowa	0	1	0	0.0	0.0
29. Walla Walla, Wash.	0	1	0	0.0	0.0
30. Fond du Lac, Wis.	0	1	0	0.0	0.0
31. St. Louis Pk., Minn.	0	1	2	0.0	0.0
32. Chicago Heights, Ill.	0	1	3	0.0	0.0
33. New Kensington, Pa.	0	1	0	0.0	0.0
34. National City, Calif.	0	0	4	0.0	0.0
35. New London, Conn.	0	2	1	0.0	0.0
36. Richfield, Minn.	0	0	0	0.0	0.0
37. Shaker Heights, Ohio	0	0	0	0.0	0.0
38. Urbana, Ill.	0	1	1	0.0	0.0
39. Winona, Minn.	0	6	4	0.0	0.0
40. Concord, N. H.	0	1	2	0.0	0.0
41. Mt. Lebanon, Pa.	0	0	0	0.0	0.0
42. Park Forest, Ill.	0	1	0	0.0	0.0
43. Annapolis, Md.	0	0	2	0.0	0.0
44. Boise, Idaho	1	2	3	0.4	4.4
45. Reno, Nev.	1	1	2	0.5	4.6
46. High Point, N. C.	1	2	0	0.6	3.8
47. Lafayette, Ind.	1	0	0	0.6	3.8
48. Waukegan, Ill.	1	3	1	0.7	3.2
49. Beverly Hills, Calif.	1	3	2	0.7	4.9
50. Hutchinson, Kans.	1	2	1	0.7	4.1
51. Council Bluffs, Iowa	1	4	0	0.7	3.3
52. Vallejo, Calif.	1	2	3	0.7	4.3
53. Plainfield, N. J.	1	1	2	0.7	3.5
54. Elyria, Ohio	1	1	0	0.7	5.0
55. Owensboro, Ky.	1	3	1	0.8	4.5
56. Zanesville, Ohio	1	0	1	0.8	3.7
57. La Crosse, Wis.	1	4	0	0.8	3.2
58. Bloomfield, N. J.	1	1	1	0.8	3.0
59. Appleton, Wis.	1	1	3	0.8	4.4
60. Culver City, Calif.	1	2	5	0.8	4.8
61. Jamestown, N. Y.	1	2	1	0.8	3.5
62. Tuscaloosa, Ala.	1	4	4	0.8	3.2
63. Salina, Kan.	1	1	0	0.8	4.6
64. Bellingham, Wash.	1	4	1	0.8	4.2
65. Rome, Ga.	1	3	2	0.8	5.1
66. Newburgh, N. Y.	1	1	2	0.8	4.7
67. Sheboygan, Wis.	1	2	2	0.8	3.5
68. Lwr. Merion Twp., Pa.	1	3	2	0.9	3.1
69. West Hartford, Conn.	1	2	2	0.9	3.4
70. Ferndale, Mich.	1	1	1	0.9	5.1
71. Granite City, Ill.	1	4	1	1.0	4.4
72. Maywood, Ill.	1	2	1	1.0	5.4
73. Hamden, Conn.	1	3	2	1.0	5.1
74. Findlay, Ohio	1	2	2	1.0	6.3
75. Norwich, Conn.	1	4	1	1.1	4.0
76. West Orange, N. J.	1	1	2	1.1	5.2
77. Fitchburg, Mass.	1	1	1	1.1	3.5
78. White Plains, N. Y.	2	4	2	1.1	6.9
79. Torrington, Conn.	1	0	2	1.1	5.4
80. Kearny, N. J.	1	3	6	1.1	3.8
81. St. Cloud, Minn.	1	2	3	1.2	5.3
82. Bangor, Me.	1	2	2	1.2	4.7
83. Muskegon, Mich.	3	2	0	1.2	9.3
84. Freeport, Ill.	1	2	0	1.3	6.0
85. Teaneck, N. J.	1	1	5	1.3	4.4
86. Oak Ridge, Tenn.	1	1	2	1.4	5.0
87. Cheyenne, Wyo.	2	0	0	1.4	9.4
88. Easton, Pa.	2	3	2	1.4	8.4
89. Odessa, Texas	3	1	1	1.4	15.3
90. Bristol, Conn.	1	2	3	1.4	4.2
91. Warren, Ohio	3	4	4	1.5	9.0
92. Mansfield, Ohio	3	8	1	1.5	10.3
93. Grand Forks, N. D.	1	2	0	1.5	5.6
All cities in this group				1.5	7.5
94. Hagerstown, Md.	2	1	3	1.6	8.3
95. Palo Alto, Calif.	3	4	1	1.6	11.0
96. Tyler, Texas	3	2	3	1.7	11.3
97. Hamtramck, Mich.	2	2	2	1.7	6.9
98. Oshkosh, Wis.	2	1	1	1.7	7.3
99. Marion, Ohio	2	0	2	1.7	8.9
100. Daytona Beach, Fla.	2	2	1	1.8	9.9
101. Elkhart, Ind.	3	0	0	1.8	11.6
102. East Cleveland, Ohio	2	1	2	1.8	7.5
103. Portsmouth, Ohio	2	8	5	1.8	8.2
104. Chicopee, Mass.	2	2	4	1.8	6.1
105. Meriden, Conn.	2	4	4	1.8	6.8
106. Belmont, Mass.	1	1	0	1.8	5.2
107. Rochester, Minn.	2	0	2	1.9	10.0
108. Midland, Texas	3	2	0	1.9	13.6
109. Barberton, Ohio	2	1	1	1.9	10.8
110. Coral Gables, Fla.	2	5	2	1.9	10.3
111. Euclid, Ohio	2	5	1	2.0	7.2
112. Michigan City, Ind.	2	1	1	2.0	9.5
113. Linden, N. J.	2	2	5	2.0	9.8
114. Steubenville, Ohio	2	1	2	2.0	8.4
115. Everett, Wash.	3	1	3	2.0	13.1
116. Elgin, Ill.	3	2	2	2.1	9.5
117. Lockport, N. Y.	2	2	1	2.1	12.0
118. Monrovia, Calif.	2	3	0	2.1	11.9
119. Wyandotte, Mich.	4	1	3	2.1	16.3
120. Parma, Ohio	3	2	3	2.2	15.6
121. Wilmington, N. C.	3	5	3	2.2	10.0
122. San Leandro, Calif.	4	1	3	2.3	18.3
123. Petersburg, Va.	2	3	2	2.3	8.5
124. Fairfield, Conn.	2	3	5	2.3	9.8
125. Moline, Ill.	3	4	3	2.3	11.1
126. Manitowoc, Wis.	2	0	1	2.4	10.9
127. Albany, Ga.	3	4	2	2.4	14.4
128. Montclair, N. J.	2	2	2	2.5	6.8
129. University City, Mo.	3	0	1	2.5	11.3
130. Kettering, Ohio	4	2	1	2.6	15.7
131. Champaign, Ill.	3	4	0	2.7	10.0
132. Danbury, Conn.	3	2	0	2.8	14.9
133. Bloomington, Ill.	3	0	1	2.9	12.5
134. Middletown, Conn.	2	3	0	3.0	10.1
135. Burlington, Iowa	3	2	0	3.1	14.7
136. Lynchburg, Va.	4	3	2	3.2	12.6
137. Wauwatosa, Wis.	4	2	2	3.3	18.0
138. Clearwater, Fla.	4	5	2	3.3	20.6
139. Lincoln Park, Mich.	4	5	1	3.5	20.5
140. Highland Park, Mich.	5	4	5	3.5	16.2
141. Pocatello, Idaho	4	1	0	3.6	22.1
142. Rapid City, S. D.	4	3	1	3.6	23.7
143. Milford, Conn.	3	0	2	3.7	16.7
144. Beloit, Wis.	4	0	0	3.8	20.3
145. Mishawaka, Ind.	4	1	0	3.8	18.2
146. East Hartford, Conn.	4	2	1	3.8	20.1
147. Quincy, Ill.	5	3	3	3.9	17.7
148. Sandusky, Ohio	4	1	2	3.9	20.4
149. Provo, Utah	3	3	2	4.0	15.6
150. Newport News, Va.	4	0	1	4.0	14.2
151. Vancouver, Wash.	7	3	0	4.3	24.8
152. Danville, Va.	5	3	2	4.5	16.8
153. Stratford, Conn.	6	2	0	5.6	26.9
154. Revere, Mass.	4	2	2	6.1	15.2
155. Norwalk, Conn.	6	6	4	6.4	18.2
156. Pine Bluff, Ark.	7	2	1	6.4	26.4
157. Superior, Wis.	5	2	2	7.1	21.2
158. Greenwich, Conn.	8	3	4	7.5	29.4
159. Manchester, Conn.	8	9	1	8.5	35.2
Group IX (10,000 to 25,000)					
1. Casper, Wyo.	0	2	1	0.0	0.0
2. Kingsport, Tenn.	0	0	0	0.0	0.0
3. Benton Harbor, Mich.	0	0	1	0.0	0.0
4. Chico, Calif.	0	0	1	0.0	0.0
5. Fort Myers, Fla.	0	1	0	0.0	0.0
6. Fair Lawn, N. J.	0	0	3	0.0	0.0
7. Waukesha, Wis.	0	3	2	0.0	0.0
8. Austin, Minn.	0	1	0	0.0	0.0
9. Sumter, S. C.	0	0	2	0.0	0.0
10. Rock Hill, S. C.	0	1	3	0.0	0.0
11. Ponca City, Okla.	0	2	2	0.0	0.0
12. Shorewood, Wis.	0	0	3	0.0	0.0
13. Lodi, Calif.	0	1	0	0.0	0.0
14. Uniontown, Pa.	0	1	1	0.0	0.0
15. Longview, Wash.	0	0	1	0.0	0.0
16. Hazel Park, Mich.	0	1	2	0.0	0.0
17. Kinston, N. C.	0	1	0	0.0	0.0
18. Richland, Wash.	0	1	0	0.0	0.0
19. Fremont, Ohio	0	3	0	0.0	0.0
20. La Grange, Ill.	0	0	0	0.0	0.0
21. Floral Park, N. Y.	0	0	0	0.0	0.0
22. Lufkin, Texas	0	0	1	0.0	0.0
23. Meadville, Pa.	0	1	1	0.0	0.0
24. Great Bend, Kan.	0	1	1	0.0	0.0
25. Hanford, Calif.	0	0	1	0.0	0.0
26. Ames, Iowa	0	1	1	0.0	0.0
27. Plainview, Texas	0	0	1	0.0	0.0
28. Bismarck, N. D.	0	0	0	0.0	0.0
29. Port Chester, N. Y.	0	2	1	0.0	0.0
30. Sedalia, Mo.	0	0	0	0.0	0.0
31. Whitefish Bay, Wis.	0	0	0	0.0	0.0
32. Helena, Mont.	0	0	1	0.0	0.0
33. Frederick, Md.	0	0	1	0.0	0.0
34. Bloomington, Minn.	0	1	2	0.0	0.0
35. Huntington, Ind.	0	2	0	0.0	0.0
36. Frankfort, Ind.	0	0	0	0.0	0.0
37. Goshen, Ind.	0	1	0	0.0	0.0
38. North Platte, Neb.	0	0	0	0.0	0.0
39. Pittsburg, Calif.	0	1	0	0.0	0.0
40. Bristol, Pa.	0	0	0	0.0	0.0
41. Hibbing, Minn.	0	0	0	0.0	0.0
42. Caldwell, Idaho	0	0	0	0.0	0.0
43. Corvallis, Ore.	0	3	0	0.0	0.0
44. Jeffersonville, Ind.	0	0	2	0.0	0.0
45. Valparaiso, Ind.	0	0	1	0.0	0.0
46. Pittsburg, Kan.	0	0	0	0.0	0.0
47. Connersville, Ind.	0	0	1	0.0	0.0
48. Highland Park, Ill.	0	1	6	0.0	0.0
49. Peru, Ind.	0	1	0	0.0	0.0
50. Mt. Vernon, Ill.	0	1	2	0.0	0.0
51. Cape Girardeau, Mo.	0	1	1	0.0	0.0
52. W. Springfield, Mass.	0	3	1	0.0	0.0
53. Sterling, Ill.	0	0	0	0.0	0.0
54. Emporia, Kans.	0	0	0	0.0	0.0
55. Wisconsin Rpds., Wis.	0	0	1	0.0	0.0
56. Xenia, Ohio	0	1	0	0.0	0.0
57. Johnson City, N. Y.	0	0	0	0.0	0.0
58. Bellevue, Pa.	0	0	0	0.0	0.0
59. East Lansing, Mich.	0	0	1	0.0	0.0
60. Highland Park, Texas	0	0	0	0.0	0.0
61. Moorhead, Minn.	0	0	1	0.0	0.0
62. Suffolk, Va.	0	1	1	0.0	0.0
63. Elmwood Park, Ill.	0	1	3	0.0	0.0
64. Brainerd, Minn.	0	0	1	0.0	0.0
65. North Adams, Mass.	0	1	3	0.0	0.0
66. Newton, Kans.	0	1	0	0.0	0.0
67. Norfolk, Neb.	0	0	0	0.0	0.0
68. Attleboro, Mass.	0	0	1	0.0	0.0
69. Stevens Point, Wis.	0	2	0	0.0	0.0
70. Mt. Pleasant, Mich.	0	1	0	0.0	0.0
71. Owatonna, Minn.	0	0	0	0.0	0.0
72. Faribault, Minn.	0	1	0	0.0	0.0
73. Rocky River, Ohio.	0	0	1	0.0	0.0
74. East Moline, Ill.	0	0	0	0.0	0.0
75. Winfield, Kans.	0	0	0	0.0	0.0
76. Lamesa, Texas	0	0	0	0.0	0.0
77. Fergus Falls, Minn.	0	0	0	0.0	0.0
78. Bristol, Va.	0	0	1	0.0	0.0
79. St. Joseph, Mich.	0	0	0	0.0	0.0
80. South Orange, N. J.	0	0	0	0.0	0.0
81. River Rouge, Mich.	0	3	2	0.0	0.0
82. Logan, Utah	0	0	1	0.0	0.0
83. Needham, Mass.	0	1	0	0.0	0.0
84. Albany, Calif.	0	0	0	0.0	0.0
85. Gardner, Mass.	0	1	0	0.0	0.0
86. Hopewell, Va.	0	1	1	0.0	0.0
87. Garden City, Kan.	0	2	0	0.0	0.0
88. Conneaut, Ohio	0	0	0	0.0	0.0
89. Villa Park, Ill.	0	1	5	0.0	0.0
90. Mitchell, S. D.	0	0	1	0.0	0.0
91. Atchison, Kan.	0	0	2	0.0	0.0
92. Marshfield, Wis.	0	0	1	0.0	0.0
93. Darien, Conn.	0	1	5	0.0	0.0
94. Central Falls, R. I.	0	0	0	0.0	0.0
95. Virginia, Minn.	0	0	0	0.0	0.0
96. Albion, Mich.	0	2	0	0.0	0.0
97. State College, Pa.	0	0	0	0.0	0.0
98. Du Bois, Pa.	0	1	0	0.0	0.0
99. Hornell, N. Y.	0	0	0	0.0	0.0
100. Bellefontaine, Ohio	0	0	0	0.0	0.0
101. Red Wing, Minn.	0	0	1	0.0	0.0
102. Rialto, Calif.	0	5	—	0.0	0.0
103. Bemidji, Minn.	0	0	0	0.0	0.0
104. Moscow, Idaho	0	0	0	0.0	0.0
105. Cadillac, Mich.	0	0	1	0.0	0.0
106. La Salle, Ill.	0	0	2	0.0	0.0
107. Swampscott, Mass.	0	0	1	0.0	0.0
108. Windsor, Conn.	0	3	1	0.0	0.0
109. Two Rivers, Wis.	0	0	0	0.0	0.0
110. Bellaire, Ohio	0	0	3	0.0	0.0
111. Webster, Mass.	0	0	1	0.0	0.0
112. Ashland, Wis.	0	1	0	0.0	0.0
113. Amerst, Mass.	0	0	0	0.0	0.0
114. Takoma Park, Md.	0	1	0	0.0	0.0
115. Donora, Pa.	0	1	0	0.0	0.0
116. Aurora, Colo.	1	0	0	0.8	13.2
117. Modesto, Calif.	2	3	2	0.8	17.2
118. Ventura, Calif.	1	2	2	0.8	9.1
119. Santa Cruz, Calif.	1	1	1	0.9	6.6
120. Robbinsdale, Minn.	1	1	0	0.9	13.3
121. South Euclid, Ohio.	1	1	1	0.9	9.7
122. Boulder, Colo.	1	0	0	1.0	7.5
123. Janesville, Wis.	1	0	0	1.0	6.0
124. La Mesa, Calif.	1	2	2	1.1	6.4
125. Westfield, N. J.	1	1	0	1.1	7.1
126. Birmingham, Mich.	2	0	1	1.1	19.4
127. El Cerrito, Calif.	1	2	0	1.2	6.4
128. Bell, Calif.	1	2	0	1.2	9.7
129. Lawrence, Kan.	1	0	0	1.2	6.4
130. Mankato, Minn.	1	2	0	1.2	8.0
131. Morristown, N. J.	1	0	0	1.3	8.8
132. Kenmore, N. Y.	1	0	1	1.3	7.5
133. Wooster, Ohio	1	0	1	1.4	10.7
134. Homewood, Ala.	1	0	1	1.4	8.3
135. Tiffin, Ohio	1	0	0	1.4	7.9
136. Owosso, Mich.	1	1	0	1.5	9.4
137. East Haven, Conn.	1	0	0	1.5	12.3
138. Borger, Texas	1	1	2	1.5	8.3
139. Monterey, Calif.	1	0	5	1.5	6.9

	Eight Months 1957	1956	1955	1957 Reg. Rate	1957 Pop. Rate
140. Denison, Texas	1	3	2	**1.5**	**8.6**
141. Ashland, Ohio	1	1	2	1.5	10.5
142. Muscatine, Iowa	1	3	1	**1.6**	**7.9**
143. Mt. Clemens, Mich.	2	0	1	1.6	17.6
144. Coffeyville, Kan.	1	0	0	1.6	8.6
145. Reidsville, N. C.	1	0	1	1.6	12.8
146. Marietta, Ohio	1	0	1	1.6	9.4
147. Streator, Ill.	1	0	0	1.6	8.6
148. Cranford, N. J.	1	0	0	1.6	8.1
All cities in this group				1.6	9.2
149. So. Portland, Me.	1	0	0	1.7	6.8
150. Hillside, N. J.	1	0	0	1.7	7.1
151. Wilmette, Ill.	1	3	1	**1.7**	**7.5**
152. Port Angeles, Wash.	1	0	1	1.7	12.6
153. Wheaton, Ill.	1	1	0	1.7	8.1
154. Butler, Pa.	2	0	1	1.8	12.8
155. McAlester, Okla.	1	0	0	1.8	8.4
156. Maple Heights, Ohio	1	3	2	**1.8**	**9.6**
157. Stillwater, Okla.	1	0	0	1.8	7.4
158. Alpena, Mich.	1	1	0	1.8	11.5
159. Cedar Falls, Iowa	1	1	0	1.8	10.5
160. Monroe, N. C.	1	1	2	1.8	14.9
161. Arkansas City, Kan.	1	0	0	1.8	10.6
162. Ypsilanti, Mich.	2	0	1	1.8	16.4
163. Wallingford, Conn.	1	3	1	**1.9**	**8.8**
164. Holland, Mich.	2	0	0	1.9	18.9
165. Monroe, Mich.	2	0	0	1.9	14.0
166. Greenwood, Miss.	1	0	3	1.9	8.3
167. Massena, N. Y.	1	0	0	1.9	11.5
168. Niles, Ohio	1	2	1	**2.0**	**8.9**
169. Antioch, Calif.	1	1	0	2.0	9.7
170. Sweetwater, Texas	1	1	1	2.0	11.0
171. Brookfield, Ill.	1	0	0	2.0	7.7
172. Astoria, Ore.	1	1	0	2.1	12.2
173. Boone, Iowa	1	1	1	2.1	12.3
174. Hollywood, Fla.	3	0	2	2.3	19.7
175. Winnetka, Ill.	1	0	0	2.3	11.5
176. Shelton, Conn.	1	0	0	2.3	11.8
177. Carlsbad, N. M.	2	2	0	2.4	16.7
178. Escanaba, Mich.	1	3	3	**2.4**	**9.9**
179. Ansonia, Conn.	1	0	1	2.5	8.0
180. Medford, Ore.	3	0	2	2.5	23.6
181. Sherman, Texas	2	0	1	2.5	14.9
182. Vernon, Conn.	1	2	0	**2.5**	**14.9**
183. Mansfield, Conn.	1	1	3	2.5	15.0
184. Ocala, Fla.	2	5	0	**2.6**	**25.6**
185. Bowling Green, Ohio	1	0	0	2.6	12.5
186. Webster Groves, Mo.	2	0	0	2.6	12.8
187. Charles City, Iowa	1	0	1	2.7	14.6
188. North Miami, Fla.	1	1	2	2.7	6.4
189. Westport, Conn.	2	2	2	2.8	25.6
190. Victoria, Texas	3	0	1	2.8	28.0
191. Los Alamos, N. M.	1	0	0	2.8	11.4
192. Marinetta, Wis.	1	1	1	2.8	10.6
193. Traverse City, Mich.	2	2	0	2.9	17.6
194. Ironwood, Mich.	1	1	1	2.9	13.0
195. Winchester, Conn.	1	0	0	3.0	14.3
196. Ottawa, Ill.	2	1	1	3.0	16.7
197. Edina, Minn.	2	1	0	3.0	13.6
198. Greeley, Colo.	3	2	1	3.1	22.1
199. Groton, Conn.	1	4	2	**3.1**	**6.8**
200. Milford, Mass.	1	0	0	3.1	9.6
201. Aberdeen, S. D.	2	1	0	3.1	14.2
202. Branford, Conn.	1	5	5	**3.2**	**13.8**
203. Ridgefield Pk., N. J.	1	0	1	3.3	12.5
204. Texarkana, Ark.	2	0	3	3.3	15.2
205. Middleborough, Mass.	1	2	2	**3.4**	**13.5**
206. Leominster, Mass.	2	0	0	3.4	12.1
207. Niles, Mich.	3	1	0	3.5	34.4
208. Klamath Falls, Ore.	4	0	0	3.6	37.7
209. Florence, S. C.	3	0	3	3.6	20.0
210. La Porte, Ind.	3	0	1	3.6	22.1
211. St. Augustine, Fla.	2	0	0	3.6	22.1
212. Derby, Conn.	1	0	0	3.6	14.6
213. Statesville, N. C.	3	1	0	3.6	26.6
214. Stoughton, Mass.	1	0	2	3.7	10.9
215. Newport Beach, Calif.	2	2	2	3.7	14.2
216. Roseville, Mich.	4	1	0	3.9	38.0
217. Muskegon Hts., Mich.	2	1	1	4.1	16.0
218. Orange, Calif.	3	3	3	4.1	26.9
219. Naugatuck, Conn.	2	0	1	4.3	17.1
220. Windham, Conn.	2	3	0	**4.4**	**18.9**
221. Grosse Pt. Wds., Mich.	1	0	0	4.4	14.4
222. Rye, N. Y.	2	0	1	4.8	25.6
223. Kennewick, Wash.	3	0	0	4.8	33.6
224. Martinsburg, W. Va.	3	0	0	4.9	28.8
225. Albert Lea, Minn.	3	0	0	4.9	33.3
226. Livermore, Calif.	2	0	0	4.9	29.4
227. Lake Worth, Fla.	4	0	1	4.9	39.2
228. Ecorse, Mich.	2	0	2	4.9	16.8
229. Watertown, Conn.	1	0	0	5.2	14.0
230. Salisbury, N. C.	5	1	4	5.3	37.3
231. Berkley, Mich.	3	0	0	5.3	25.1
232. Beacon, N. Y.	2	0	1	6.2	21.4
233. Hawthorne, N. J.	3	0	0	6.4	30.4
234. Fort Thomas, Ky.	2	1	0	6.4	27.5
235. Livonia, Mich.	7	2	7	6.8	60.0
236. Wethersfield, Conn.	3	1	1	6.9	36.0
237. So. Milwaukee, Wis.	3	1	1	7.0	34.5
238. Grosse Pte. Pk., Mich.	2	1	0	7.0	22.9
239. Las Cruces, N. M.	4	1	1	7.0	48.8
240. Van Wert, Ohio	3	0	0	7.4	43.3
241. Napa, Calif.	10	2	0	8.3	98.0
242. Calumet City, Ill.	5	1	1	8.7	37.5
243. Cudahy, Wis.	3	0	1	9.2	36.9
244. Southington, Conn.	3	2	2	10.3	34.4
245. Killingly, Conn.	4	1	1	17.4	60.0
246. Enfield, Conn.	1	2	2	**18.5**	**9.7**
247. Stonington, Conn.	2	4	1	**20.0**	**25.4**
CANADIAN CITIES					
Toronto, Ont.	68	41	31		7.8
Vancouver, B. C.	19	25	14		8.3
Hamilton, Ont.	17	17	9		12.2
Montreal, Que.	90	79	62		13.2

TRAFFIC DEATHS—STATE RECORDS

Deaths are reported by state traffic authorities.

Population Rate: U. S. population rate is the estimated annual number of deaths per 100,000 population, assuming that deaths for the rest of the year will follow the normal seasonal pattern. State population rate is the estimated annual number of deaths per 100,000 population, assuming that the monthly average of deaths will remain at the present average for the rest of the year. Population rates are based on July 1, 1956, population estimates, U. S. Bureau of the Census, Washington, D. C.

States shown in heavy type have improved in 1957 compared with 1956, or showed no change. All figures are provisional.

Mileage Rate: The number of deaths per 100 million vehicle miles of travel.

(Figures in parenthesis following the 1957 mileage rate indicate the number of months for which the mileage rate is calculated for each state.)

	Months Reported	Deaths Identical Periods 1957	1956	1955	% Changes 1956 to 1957	1955 to 1957	1957 Pop. Rate	1957 Mile. Rate	
U.S.	8	24,730	25,200	23,503	— 2%	+ 5%	23.1	5.5	(6)
Ala.	8	595	613	499	— 3%	+ 19%	28.5	8.1	(6)
Ariz.	8	295	278	215	+ 6%	+ 37%	41.9	8.5	(7)
Ark.	8	318	282	243	+ 13%	+ 31%	26.3	9.2	(3)
Calif.	8	2,324	2,335	2,006	0%	+ 16%	26.0	5.4	(6)
Colo.	8	224	246	264	— 9%	— 15%	20.8	3.7	(5)
Conn.	8	181	194	191	— 7%	— 5%	12.2	2.9	(5)
Del.	8	58	62	67	— 6%	— 13%	21.6	4.5	(6)
D. of C.	8	44	37	41	+ 19%	+ 7%	7.6	2.6	(6)
Fla.	8	690	796	610	— 13%	+ 13%	27.5	5.7	(6)
Ga.	8	608	702	659	— 13%	— 8%	24.6	6.4	(6)
Idaho	8	128	161	114	— 20%	+ 12%	30.7	5.4	(5)
Ill.	8	1,350	1,330	1,302	+ 2%	+ 4%	21.5	6.3	(6)
Ind.	8	707	743	694	— 5%	+ 2%	24.0	4.9	(7)
Ia.	8	444	455	377	— 2%	+ 18%	24.7	5.8	(7)
Kans.	8	345	411	354	— 16%	— 3%	24.6	5.3	(6)
Ky.	8	502	469	467	+ 7%	+ 7%	25.0	7.6	(6)
La.	7	414	478	343	— 13%	+ 21%	23.6	7.0	(7)
Me.	8	88	93	98	— 5%	— 10%	14.5	3.2	(7)
Md.	8	365	339	319	+ 8%	+ 14%	19.5	5.2	(6)
Mass.	8	301	348	318	— 14%	— 5%	9.4	2.6	(6)
Mich.	8	938	1,086	1,183	— 14%	— 21%	18.7	4.7	(7)
Minn.	8	409	375	376	+ 9%	+ 9%	18.9	4.7	(6)
Miss.	8	301	329	298	— 9%	+ 1%	21.3	5.9	(6)
Mo.	8	616	690	617	— 11%	0%	21.7	5.3	(6)
Mont.	8	132	172	138	— 23%	— 4%	31.0	5.7	(6)
Neb.	8	179	193	199	— 7%	— 10%	19.0	3.9	(6)
Nev.	8	90	85	112	+ 6%	— 20%	54.7	6.5	(5)
N. H.	8	62	65	74	— 5%	— 16%	16.6	3.3	(6)
N. J.	8	546	479	479	+ 14%	+ 14%	15.2	3.5	(7)
N. M.	8	295	253	228	+ 17%	+ 29%	54.3	7.7	(6)
N. Y.	8	1,311	1,301	1,264	+ 1%	+ 4%	12.1	4.3	(7)
N. C.	8	680	706	677	— 4%	0%	23.1	6.1	(6)
N. D.	8	81	110	84	— 26%	— 4%	18.5	3.5	(6)
Ohio	8	1,282	1,231	1,185	+ 4%	+ 8%	21.1	5.1	(7)
Okla.	8	442	424	363	+ 4%	+ 22%	29.6	6.4	(6)
Ore.	8	268	266	253	+ 1%	+ 6%	23.4	5.6	(6)
Pa.	7	912	980	876	— 7%	+ 4%	14.3	4.1	(6)
R. I.	8	57	38	55	+ 50%	+ 4%	10.3	2.7	(7)
S. C.	8	468	459	431	+ 2%	+ 9%	29.8	8.6	(6)
S. D.	8	110	113	119	— 3%	— 8%	23.7	5.2	(7)
Tenn.	8	419	468	554	— 10%	— 24%	18.1	4.9	(6)
Texas	8	1,607	1,607	1,547	0%	+ 4%	27.0	5.7	(6)
Utah	8	132	137	125	— 4%	+ 6%	24.4	5.6	(5)
Vt.	8	66	55	59	+ 20%	+ 12%	26.8	6.1	(7)
Va.	8	579	533	531	+ 9%	+ 9%	23.8	5.6	(7)
Wash.	8	310	332	287	— 7%	+ 8%	17.4	4.5	(6)
W. Va.	8	306	278	233	+ 10%	+ 31%	23.1	7.8	(5)
Wis.	8	557	625	551	— 11%	+ 1%	22.2	5.6	(6)
Wyo.	8	105	116	90	— 9%	+ 17%	49.1	5.9	(6)
CANADIAN PROVINCES									
Alta	7	118	114	108	+ 4%	+ 9%	21.5		
B. C.	7	127	147	90	— 14%	+ 41%	18.7		
Man.	7	68	59	51	+ 15%	+ 33%	15.0		
Sask.	7	55	42	40	+ 31%	+ 38%	11.3		

Robert's Committee Reports on Seat Belts

On the very last day of the Congressional session, the Special Subcommittee on Traffic Safety of the House of Representatives submitted a report on automobile seat belts.

The Committee reported "that seat belts, properly manufactured and properly installed, are a valuable safety device and careful consideration for their use should be given by the motoring public." After hearing considerable testimony, the Committee made the finding that on an actuarial basis the chances of survival and the reduction of severity of injury are greatly enhanced by the wearing of a seat belt at the time of an accident. The report evidenced pleasure that federal authorities are drafting specifications for the use of seat belts in government-owned vehicles, and called attention to the "universal acceptance of the value of the seat belt by the automobile industry." Noting the automobile manufacturers' feeling that there was public apathy towards seat belts, the Committee expressed the hope "that the manufacturers will consider ways and means of advising the public of the results of their research and tests concerning the safety features of seat belts."

Billboard Bill Tabled

The Senate Committee on Public Works tabled S. 963, which would control advertising billboards along the interstate highway system.

House Approves Chemical Tests

The House approved S. 969, with amendments, to permit the use of chemical tests for drunken drivers. Final action was not taken on the bill prior to the adjournment of Congress.

Cincinnati Bike Program

From Page 15

which had been stolen. Youngsters soon learn this and the demand for inspection grows.

The first bike testing lane wore out from use. It was the product of the City's Department of Public Safety and an expensive production. But this did not spoil the bike program.

Ashley F. Ward, one of the town's industrialists, got interested in the program and designed a new one, which has been put in production commercially.

According to Cincinnati police officials and members of the Safety Council it cost far less than the first lane, will last years longer.

Inspection of bikes is still on a "voluntary" basis in Cincinnati, but from all accounts, youngsters in that community have decreed that it is a very permanent Cincinnati institution.

MOTOR-VEHICLE DEATHS AND INJURIES BY STATES — 1957 and 1956

Twenty-two states reported more injuries during the first six months of 1957 than for the same period last year. Eleven states and the District of Columbia recorded fewer injuries, and one state showed no change.

For six months or less 47 states and the District of Columbia reported. Thirty states tallied more injuries. Sixteen states and the District of Columbia counted fewer, and one state reported no change from last year.

For the entire reporting period, 23 states listed more traffic deaths, 23 states recorded fewer, and one state and the District of Columbia reported no change from last year.

MOTOR-VEHICLE DEATHS AND INJURIES BY STATES 1957 and 1956

	Months Reported **	Deaths		Injuries		% Changes 1956 to 1957		1957 Ratio of Injuries to Deaths
		1957	1956	1957	1956	Deaths	Injuries	
TOTAL U. S.	—	15,151	15,484	559,277	537,014	— 2	+ 4	37
Ala.	6	428	441	2,419*	2,731*	— 3	— 11	6
Ariz.	5	177	165	3,157	2,951	+ 7	+ 7	18
Ark.	6	236	209	1,442	1,430	+13	+ 1	6
Calif.	6	1,651	1,690	65,567	61,323	— 2	+ 7	40
Colo.	6	138	175	4,638	4,860	—21	— 5	34
Conn.	6	134	127	9,852	8,547	+ 6	+ 15	74
Del.	6	42	40	1,223	1,214	+ 5	+ 1	29
D. of C.	6	31	31	3,436	3,508	0	— 2	111
Fla.	6	528	608	15,955	15,674	—13	+ 2	30
Ga.	6	459	528	4,005	5,192	—13	— 23	9
Idaho	6	84	109	1,242	1,351	—23	— 8	15
Ill.	6	1,026	938	44,171	41,483	+ 9	+ 6	43
Ind.	6	510	535	18,519	17,979	— 5	+ 3	36
Ia.	6	318	307	10,059	9,292	+ 4	+ 8	32
Kans.	6	249	300	5,026	5,042	—17	0	20
Ky.	6	378	340	6,360	6,280	+11	+ 1	17
La.	2	112	117	1,186	1,224	— 4	— 3	11
Me.	6	60	54	2,532	1,252	+11	+102	42
Md.	6	259	237	9,148	9,646	+ 9	— 5	35
Mass.	3	87	114	21,005	22,336	—24	— 6	241
Mich.	6	675	783	27,437	28,022	—14	— 2	41
Minn.	6	290	215	10,561	10,194	+35	+ 4	36
Miss.	5	166	198	2,439	2,573	—16	— 5	15
Mo.	6	473	511	5,594	5,440	— 7	+ 3	12
Mont.	5	74	88	844	1,157	—16	— 27	11
Neb.	6	123	139	4,305	4,075	—12	+ 6	35
Nev.	2	15	14	266	237	+ 7	+ 12	18
N. H.	6	36	41	2,503	2,570	—12	— 3	70
N. J.	4	254	240	16,833	16,566	+ 6	+ 2	66
N. M.	6	183	178	2,079	1,864	+ 3	+ 12	11
N. Y.	5	746	770	95,688	83,282	— 3	+ 15	128
N. C.	6	494	506	8,802	8,742	— 2	+ 1	18
N. D.	5	30	40	775	683	—25	+ 13	26
Ohio	6	932	929	37,897	36,728	0	+ 3	41
Okla.	6	311	299	6,598	6,299	+ 4	+ 5	21
Ore.	6	198	188	7,354	7,998	+ 5	— 8	37
Pa.	5	620	678	31,455	33,416	— 9	— 6	51
R. I.	2	9	6	1,190	1,120	+50	+ 6	132
S. C.	6	344	315	5,349	5,537	+ 9	— 3	16
S. D.	6	65	76	1,253	1,164	—14	+ 8	19
Tenn.	6	291	348	6,291	5,463	—16	+ 15	22
Texas	6	1,158	1,135	29,827	28,621	+ 2	+ 4	26
Utah	2	28	26	689	702	+ 8	— 2	25
Vt.	6	44	42	1,297	1,152	+ 5	+ 13	29
Va.								
Wash.	6	226	224	11,263	10,643	+ 1	+ 6	50
W. Va.	6	224	191	3,529	3,641	+17	— 3	16
Wis.	3	181	175	5,230	4,902	+ 3	+ 7	29
Wyo.	6	54	64	987	908	—16	+ 9	18

*Rural injuries only.

**Death and injury totals cover the months reported by all states, as indicated in this column.

CAROL LANE AWARD WINNERS

Colorado woman honored for statewide organizing job

MRS. Lewis Edmundson, Walsenburg, Colo., has been named top individual winner among nominees from all parts of the United States for the 1957 Carol Lane Awards for Traffic Safety.

The first award among organizations went to the Urbana Business and Professional Women's Club, Urbana, Ohio.

The Carol Lane Awards, named for the women's travel director of Shell Oil Company, are the only national awards recognizing the accomplishments of women in traffic safety work. They are presented for "significant contributions to the preservation of lives through development and direction of an effective traffic safety program." The awards are administered by the National Safety Council through a grant of the Shell Oil Company.

Mrs. Edmundson was cited for her work in organizing a state-wide safety program while serving as president of the Colorado Home Demonstration Council. She promoted educational programs and workshops, organized local safety councils and executed programs that made club women and the general public more safety conscious.

The Urbana Business and Professional Women's Club was honored for its work in organizing the Champaign County Traffic Safety Committee.

The first award in both the individual and group divisions is a $1,000 savings bond and a bronze sculpture symbolizing "woman's protective instinct." Second and third place winners in both categories will receive $500 and $250 in savings bonds, respectively, as well as a bas-relief plaque of the sculpture.

Mrs. John E. Krueger, Milwaukee, Wis., received the second place individual award. Second place in the group division went to the North Carolina Federation of Women's Clubs.

Mrs. Robert S. McClung, Omaha, Neb., placed third among individuals, and the Oklahoma Farm Bureau Women was third among groups.

Carol Lane, for whom the Awards are named, is Women's Travel Director of the Shell Oil Company and noted lecturer, author and columnist. She says, "Women have become one of the most powerful forces in educating the public in traffic safety practices. Accident rates have been substantially reduced in many communities where women have organized traffic safety projects. Women who plan and carry out projects for the Awards will find the effort tremendously interesting and rewarding because it represents so important a share in the nationwide effort to make our highways safer."

The Carol Lane Awards Board of Judges is composed of prominent women leaders in safety, club activities, and public life. These women study objectively the achievements made by the entrants.

Any American woman not gainfully employed in the promotion of traffic safety may enter or be entered by another individual or by an organization. Any women's or parents' club or similar volunteer group, including a women's division or committee of a local safety organization, may enter or be entered by an individual or another organization.

CAROL LANE JUDGES

Standing: Miss Ada A. Mariott, National health and safety chairman, National Federation of Business and Professional Women's Clubs; Miss Alice C. Mills, secretary to the judges. Seated: Mrs. B. V. Todd, safety chairman, General Federation of Women's Clubs; Hon. Ivy Baker Priest, Treasurer of the United States; Miss Marion E. Martin (chairman of judges), Commissioner of Labor and Industry, State of Maine; Judge Geraldine Macelwane, Toledo, Ohio, and Mrs. Margaret W. Savage, traffic engineer, Los Angeles, Calif.

TIME FOR DECISION

Deaths, injuries and congestion will continue to rise unless local and state safety programs measure up to today's needs

by W. G. Johnson

This presentation was prepared for civic leaders considering state and local organization. It was first used before 200 Wisconsin businessmen. The presentation is based upon material developed jointly by the American Bar Association, Northwestern University and the National Safety Council.

W. G. Johnson is assistant general manager for programs, National Safety Council.

THE traffic situation today is a product of what was done and what was not done yesterday.

During the past 30 years agencies of the national accident prevention movement, working with public officials and civic leaders, have developed a balanced comprehensive program which, when applied with reasonable vigor and intelligence, has produced marked reductions in traffic fatality and injury incidence.

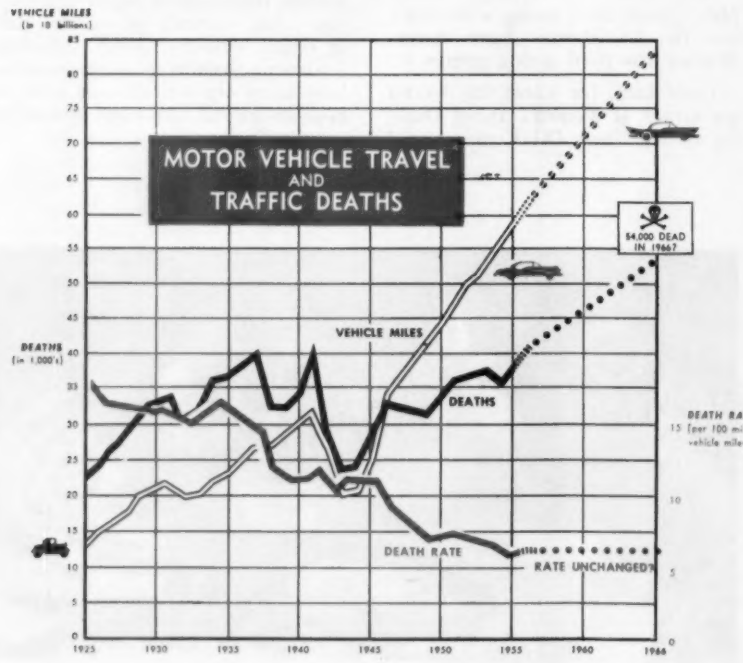
The program has been agreed upon and reduced to writing. The process began with the Hoover Conference of the early '20s, and it has continued through White House Conferences and other meetings. It is represented by such books as the Action Program and Regional Conference workbook of the President's Committee for Traffic Safety, a Business Advisory Panel brochure on state organization, and the very excellent report prepared last year by the Governors' Conference.

The immediate problem has gradually become one of application of known principles. We stress a balanced application of a comprehensive program—not the panaceas sometimes sought by the general public.

If three-fourths of the cities and states had applied these principles as well as the one-fourth with the best records, accidents in 1956 would have been one-third fewer than we actually experienced. And not even those best cities and states fully applied the program.

Results were achieved even though application has at all times lagged behind the growth of the basic problem

The Traffic Problem



In 1956, 40,000 persons died and 1,400,000 were injured in traffic accidents. Today's safety programs are being swamped by the cumulative effects of more and more people, vehicles, drivers and travel. If accident rates continue unchanged, 54,000 will die in 1966 and almost 2,000,000 will be injured.

as reflected in increased population, car registrations, and travel.

From 1925 to 1940 the national death rate per one hundred million miles of travel was reduced 36 per cent and available data indicate that the non-fatal injury and property damage accident rate also declined. During that period motor vehicle travel was steadily increasing—it almost tripled. As mileage went up and the death rate remained constant traffic deaths rose steadily. The first major break in the traffic death toll occurred when the motor vehicle death rate took a sharp drop shortly after 1935. It was at that time, through the Automotive Safety Foundation and other agencies, that the first real impetus was given to the application of recognized programs.

From 1946 until 1954 the national death rate dropped another 36 per cent, but available data indicate personal injury and property damage incidence rates did not parallel the decrease in death rates. We see mileage rising very sharply—mileage almost doubled from 1946 to 1954. The death rate had shown a sharp drop in the early part of the post-war period, and deaths remained about constant. Then as the death rate leveled off, deaths began to rise, almost keeping pace with travel. It must be emphasized that the non-fatal accidents which account for 97 per cent of accident cost did not parallel this death rate decrease. Non-fatal accidents were rising.

Detailed program reports made as a part of the Annual Inventory of Traffic Safety Activities and other inventories reflected increased application of standard programs, but not at the same rate of growth as vehicle use and population. Thus, the additional prevention work needed has steadily increased. For example, 1953 data would be reported and analyzed in 1954. Then perhaps in 1955 approximately one-third of these increased programs needed would be authorized by the state legislature or the city council.

The result—in 1955, we were no better off than we had been in 1953. And by 1956, with travel still rising, we were somewhat behind where we had been. However, reductions in accidents have continued to be reported from states and cities which have applied the balanced comprehensive program with sufficient strength to control a growing problem.

Today enough is known about traffic accident prevention so that reasonable attainable application of the program can cut accidents in half. And we emphasize that we are talking about reasonable and attainable application of the program—not about a utopia. Reasonable, attainable application can cut traffic accidents in half.

Yet traffic accidents hit an all-time high in 1956. Forty thousand dead, 1,400,000 injured, 1,000,000 accidents and $4,750,000,000 lost. Currently deaths are dropping slightly, even though travel is up. However, all indications point to a continual rise in non-fatal accidents. Travel has almost doubled in ten years. Accident prevention programs are being swamped by the cumulative effects of more and more people, more vehicles and more travel.

The Prevention Program

What is the Action Program? What are the objectives of the program? Let's take a look at them as outlined on the chart at the right. Note the objectives and the agencies responsible.

To attain the goals of the Action Program, there must

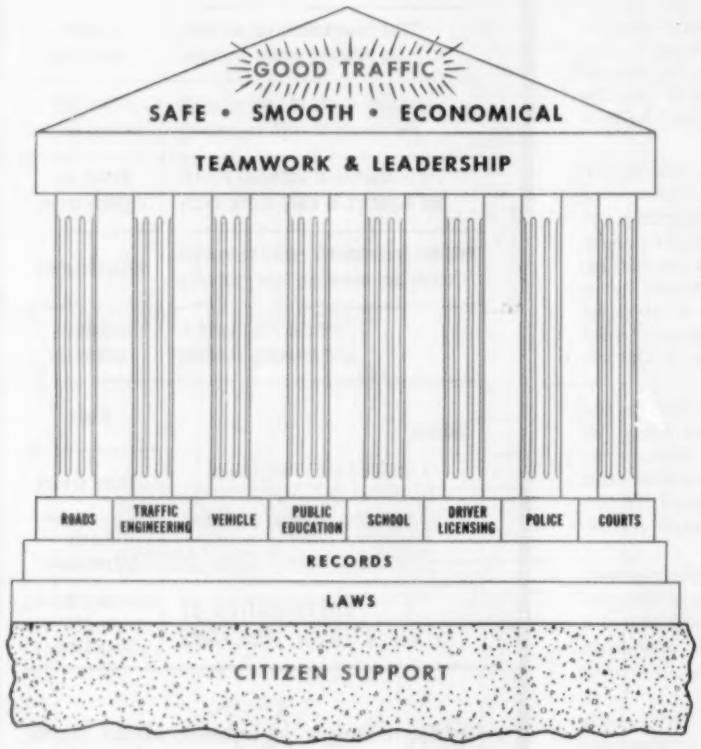
Goals of Action Program

What needs to be done	By whom
Sound uniform laws	Legislators and City Councils
Adequate accident reports used to guide programs	Official Record Bureaus
Good instruction for children and youth	Schools
Traffic supervision and firm enforcement	Police
Dispense justice and create respect for law	Courts
Strict requirements for obtaining and retaining driving privileges	License Authorities
Increased safety of existing roads and streets through engineering	Street and Highway Depts.
Construction of additional streets and highways to carry traffic safely	Street and Highway Depts.
Vehicles progressively easier to operate safely and minimizing injury potential	Manufacturers
Vehicles maintained in safe operating condition	Inspection Authorities
Citizens	Media
• Informed and safety-minded	Citizen Groups
• Supporting accident prevention	Safety Organizations
COORDINATION OF STATE & LOCAL PROGRAMS	Governors, Mayors, County Officials, Citizen Leaders

Today, enough is known about traffic accident prevention so that reasonable attainable application of the program can cut accidents in half. If three-fourths of the cities and states had applied known accident prevention principles as well as the top one-fourth, accidents would have been one-third fewer.

be cooperation between these agencies. Only in this way can we obtain that balanced program which will reduce traffic deaths. Balance and soundness are the keys to an effective safety structure, the kind of structure to support our objective of good traffic—safe, smooth and economical. And we show the elements of that program—roads, traffic engineering, vehicle, public education, school, driver licensing, police and courts. Accident records support the whole program on a foundation of sound laws. All this is tied together by teamwork and leadership. But the structure will not stand up, it will not be substantial, unless it is built on the bedrock of citizen support.

How does our structure stand at present? Let's take a look at state accident prevention activities for the year 1956. The average performance in 48 states was only 58 per cent of the minimum program. And it must be emphasized that this is for a *minimum program*. The average performance of 904 cities with more than ten thousand population was even less—52 per cent of the minimum program.



Good traffic—safe, smooth and economical—rests on a sound and balanced structure. Teamwork and leadership tie together the various elements of the program—roads, traffic engineering, vehicles, public education, schools, driver licensing, police and courts. The basis of the whole program is accident records and sound laws. And underlying the whole structure is the solid bedrock of citizen support.

Today

Let's take a closer look at some of these elements that are charted on page 37 in terms of our balanced structure.

Highways, roads. From 1946 to 1956 we did not build enough additional roads on which to park the additional cars we were operating. Now, as a matter of national policy, we have created the Federal Highway Program on an expanded basis which will take care of the interstate road system. If we are alert to preserve against certain pressures the safety features, such as planned access, on that interstate road system, we will get substantial safety benefits. What about the cities which have lagged behind? Are they going to plan on that same basis to handle tomorrow's traffic in the volumes in which it will occur?

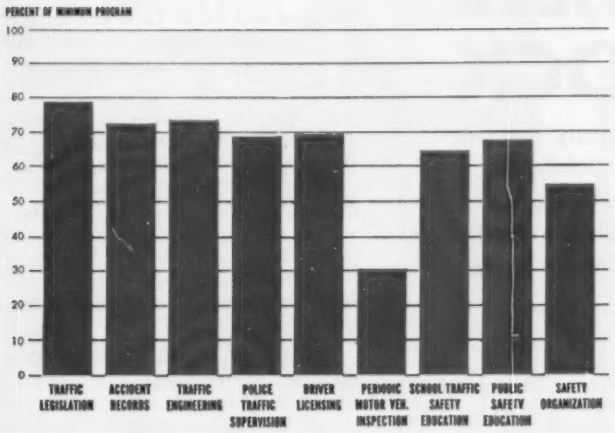
What about the *existing roads and streets?* Traffic engineering on those is woefully inadequate. We do not have enough manpower to study the high accident locations. We do not have the budgets to correct those locations after the studies are made. We do not have sufficient state staffs to give the proper assistance, the kind of assistance they need, to small communities.

The vehicle. Today we have a vehicle which is extremely easy to drive safely. Unfortunately, it is also extremely easy to drive dangerously. Up to a short time ago we felt that the advertising programs for that vehicle were such as to encourage the use of this potential in an unsafe way. The recent change in advertising policy of the motor vehicle manufacturers is a tremendous step forward. We *do* need to make additional progress in designing vehicles which minimize injury potential.

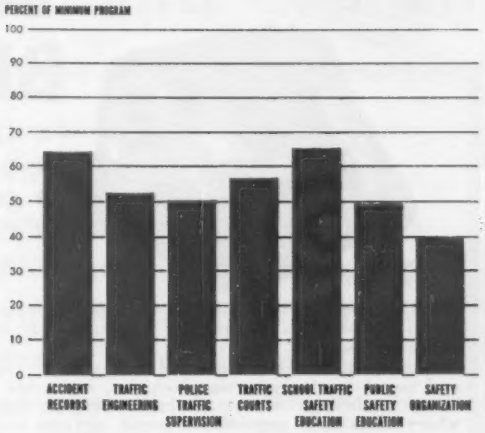
Public education. We know that the quantity's enough—you hear enough, and read enough in all of the media—but what about the quality? Is this information effective in preventing accidents? Do we know enough about working with groups? We have a lot of enthusiasm in groups, such as the service clubs and veterans organizations, but how do we use that enthusiasm?

Elementary education. Safety education in the lower grades is pretty

Status of Preventive Activities, 1956



PERFORMANCE OF 48 STATES



PERFORMANCE OF 904 CITIES

How much has been accomplished? To what degree have comprehensive traffic accident prevention programs been put into effect? Take a look at the above charts. They represent the minimum program—not the optimum one. The average performance of the 48 states was only 58 per cent of the minimum program in 1956. The average performance of 904 cities of more than 10,000 population was even less—52 per cent of the minimum program.

good. Driver education in the secondary schools, however, is woefully inadequate. Last year we trained approximately one-third of the eligible students in driver training. How about safety in the colleges and universities? In many respects, it is just getting started.

Driver licensing. Examinations are good in some states but woefully inadequate in others. Driver improvement programs—calling in drivers for corrective treatment when their records so indicate—are not what they should be. There is not enough manpower to study the records, not enough manpower to work correctively with drivers, and not a firm enough attitude on enforcement to take the incompetent, unwilling driver, who will not drive safely, off the road.

The police. Law enforcement suffers from inadequate manpower, inadequate training and administrative practices which leave much to be desired.

Courts. Do we dispense justice? Are the courts conducted with dignity, or do we still have the horse and buggy justice of the JP system prevalent throughout much of the country? Do we have integrated administration of state courts from the supreme court down? In most states, the answer is *no*.

Accident records. We do not have spot maps necessary to diagnose the trouble spots, we do not have the location files necessary to study them, and we do not have the manpower to use the records that we do have.

Laws. We have non-standard hand signals. There are differences in rules of the road and wide differences in attitudes on speed.

Teamwork and leadership tie the elements of the program together. Sometimes they are not even recognized as necessary ingredients of a program. And when they are recognized, very often the tremendous trifles, the details so called, of getting that teamwork and leadership are not recognized.

And what about the foundation of *citizen support?* Generally, it is unorganized. In many cases it has inadequate leadership, poor direction and faulty technical information. Often we throw away the books that we have and settle for cheap panaceas, special campaigns, shortcuts, and gimmicks. But there is no cheap panacea for this problem. There are no shortcuts. We must all recognize the need for a fully balanced, comprehensive and adequate program.

Tomorrow

What about tomorrow? This nation will continue to grow. By 1966 there will be one hundred ninety-three million people, up 17 per cent. Ninety million drivers, up 25 per cent. Eighty-

Turn Page

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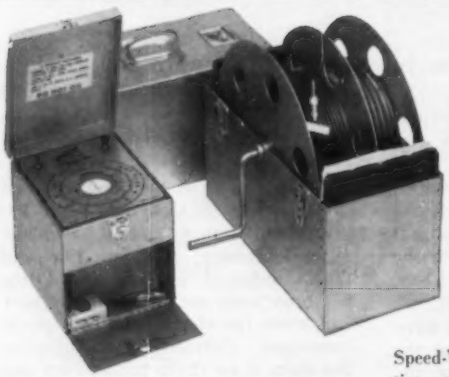

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two million cars, up 34 per cent. Eight hundred twenty-five billion vehicle miles of travel, up 47 per cent.

It is anticipated that growth in travel will be the same in the next ten years as in the last ten. If accident rates continue unchanged, fifty-four thousand will die in 1966, one million nine hundred thousand or more will be injured and 6.3 billion dollars will be lost.

In fact, the situation may become progressively worse. Accidents will skyrocket if prevention programs lag behind travel. The results will be deaths, injuries, damage, congestion and a stunted economy—not only because of the accident and congestion waste, but because motor vehicle travel limitations impose a limit on economic growth itself.

What are we going to do? One element of the balanced safety program—building new roads and streets—will be doubled, comparing the past with the future.

What about some of the other elements of the comprehensive program?

How about laws which have been sub-standard? Are we going to have sound, uniform laws?

What about youth education? One-third of the students eligible for driver education in high schools were trained last year. We know that every youngster today for all practical purposes is going to drive a car. How long are we going to wait until we give those drivers the training that they need? At the present rate of progress, it will be 1985 before we are training 100 per cent of the drivers in the schools. Can we wait that long?

How about police supervision? We are not only talking about *more*—we are also talking about *better* enforcement. We are talking about the non-fixed ticket. We are talking about selective enforcement at the times and places where violations cause accidents.

Will the courts become more effective? Will we have an integrated court system in each state comparable with the fine system in New Jersey?

Will public education be improved? Will we have research work to give us the information we need to make better use of group enthusiasms? Will we have better aim in our public education program?

What are we going to do? What

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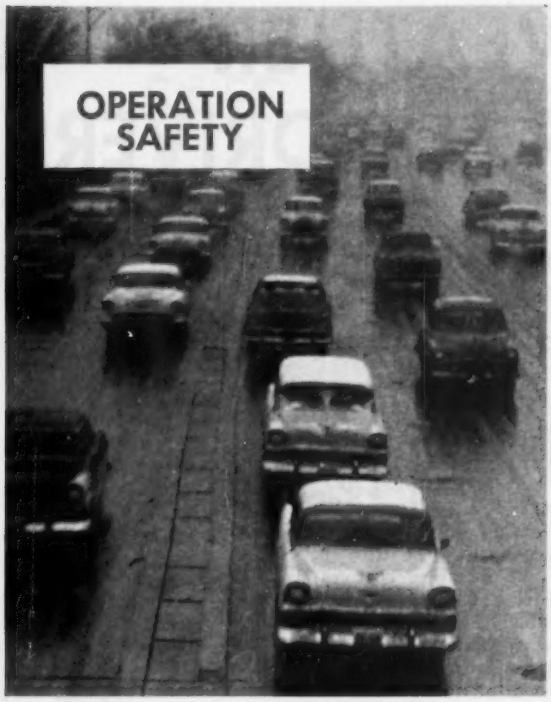


Winter—The Time For Extra Caution

The added hazards of winter driving call for added caution on slippery streets and highways. Winterization means more than just adding antifreeze to a radiator or having the car checked for winter driving. It also calls for a check on the drivers' behind-the-wheel behavior.

A BLANKET of snow will soon be covering many parts of the nation. And snowtime means extra slow-time when it comes to winter driving. Unless drivers winterize their driving along with their cars, the icy finger of death will point in their direction.

Winterize Drivers Now

Now is the time to get motorists to realize that winter driving conditions don't cause the accidents. It's the drivers who fail to adjust to these conditions that cause them. Slippery roads, when combined with the normal hazards of every day driving, can easily trap the unwary driver. Alert motorists, who adjust to the slick, slushy streets, enjoy accident-free winters.

Reduced visibility is another factor primarily responsible for the increased hazards of winter driving. More darkness, cloudy weather, snowstorms and spattered windshields all cut visibility and help to pad the injury and death toll during the winter months.

And to remind drivers of the terrible peak that toll reaches, put the Back the Attack on Traffic Accidents slogan to work for you. Since January is the first month of the 1958 campaign, it's a good time to give the program a real push. Expose the public to the goals of the Back the Attack drive, and they will spend the next eleven months backing it up with the help of monthly reminders from you.

Your biggest wintertime job is to mold driver attitudes. If you can get each driver to realize that nothing protects a man as much as himself, you will have won half the winter-driving battle. Each driver must learn to accept the responsibility to do all in his power to drive without accident. It is the motorist's job to prepare himself—and his car—for the extra hazards of bad weather driving.

About Mild Climates

Palm trees and warm sands will lure many Northerners to the southern and southwestern parts of the country to spend the winter. Snow and ice won't plague these drivers but they will have the problem of unfamiliar highways and different state and local traffic laws. If yours is a warm climate community, remind your drivers to be considerate of the visiting motorists by driving safely and showing a good example. Also, get the visiting drivers in your locale to be especially alert for local rules of the road. And, of course, for all drivers—there's no vacation from courtesy behind the wheel.

BAD WEATHER DRIVING

Operation Safety Theme for January

Winter Weather Means Danger for Drivers 40

Safe Winter Driving Tips . . 41

Get Off to a Good Start With Pace-Setting Campaign 42

Bad Weather Driving Program Aids 44

Posters, Leaflets Booklets 45

WINTER WEATHER MEANS DANGER FOR DRIVERS

Slippery roads and poor visibility will harass the winter driver—more hours of darkness will add to his troubles.

The snow, sleet, rain and fog that plague most of the country during winter add immeasurably to the driver's problems. When he slides behind the wheel of his car he is now faced with his usual driving difficulties —plus the special hazards bred by inclement weather.

Statistics show that these conditions invite traffic accidents.

In 1 out of 7 fatal accidents in 1956 (reports from 28 states) the weather was rainy, snowy or foggy. Rain was reported in 5 out of 10 bad weather fatal accidents, snow or fog for the remainder.

Poor Visibility

In many fatal accidents the driver's vision is blocked by obstructions on his vehicle. Typical examples of obstructions to vision on the vehicle itself are rain, snow, or sleet on the windshield.

The driver's vision was obscured in nearly 1 out of 5 fatal accidents in 1956 (19 states reporting). In more than 2 out of 5 fatal cases, the obstruction was on the vehicle itself, such as rain, snow or sleet on the windshield.

Road Surfaces

Rain, snow, and sleet result in dangerous road conditions, and long after the original precipitation has stopped mud, ice, and hard-packed snow remain. Unexpected icy patches are frequently encountered beyond hillcrests, around curves, on bridges, at intersections, and in shaded spots.

Wet, muddy, snowy or icy roads were conditions present in 1 out of 5 fatal accidents in 1956 (28 states reporting). For all accidents, an unfavorable road condition was stated for almost 1 out of 4 cases.

To appreciate the danger of slippery road surfaces one must consider the effect of inadequate traction on braking distances. This point is illustrated by the following braking distances which would be required by a car equipped with regular tires traveling at a speed of 20 mph:

On dry concrete	21 feet
On hard packed snow	60 feet
On glare ice at 20°	195 feet

Braking distances do not include "reaction distances." Reaction time may be as much as ¾ of a second or more. Using ¾ of a second (a generally accepted average for reaction time), the "reaction distance" at 20 mph would be 22 feet, which should be added to the above braking distances to determine the total stopping distances.

Temperature changes have a considerable effect on braking distances on ice. Braking distances are greater when the temperature is near the melting point than when it is down near zero. The chart below shows braking distances at 20 mph on glare ice:

0°	114 feet
10°	155 feet
20°	195 feet
30°	235 feet

Night Driving

The night driver is especially handicapped in winter. Night driving under the best of conditions is more hazardous than daytime driving. When you add to darkness the dangers of winter weather, you render it more deadly. The picture is further complicated by the fact that at this time of year it is dark for about 14 hours of the average day.

The mileage death rate is 2 to 3 times as great at night as in the daytime. In 1956 more than half of the traffic deaths happened at night, even though less driving is done at night.

Vehicle Condition

Vehicle response can often mean the difference between an accident and a close shave.

Five per cent of the vehicles involved in fatal accidents in 1956 for which condition was stated had unsafe conditions (23 states reporting).

Speed

With the odds heavily weighted against the winter driver, speed, too, assumes an added importance. Reduced speed can help compensate for adverse winter conditions. Increased speed always increases their danger.

About 3 out of 10 drivers in fatal accidents in 1956 were violating some speed law, according to reports from 18 states.

SAFE WINTER DRIVING TIPS

Be Prepared for Winter

Winterize your car, your driving technique and your attitude. Accept the fact that normal speeds are often too fast for winter conditions. Whenever weather is bad, slow down.

Get the Feel of the Road

Test road conditions right away. As soon as you start out (but away from other cars or hazards) try your brakes to find out how slippery the road surface is.

Make Sure You Can See

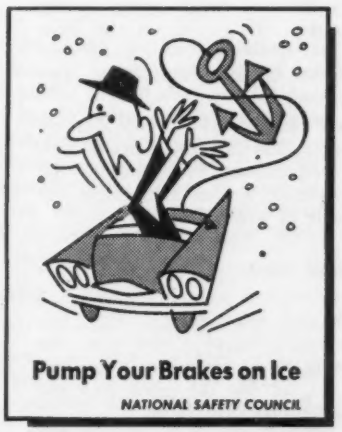
Don't drive blind. Keep windshield and windows clear. Maintain wiper blades, heater and defroster in proper operating condition. Ventilate to keep inside of windows clear.

Take Along Chains

Check your tires. Whether you use regular or snow tires, keep them in good condition. Use reinforced tire chains for deep or hard-packed snow, ice, and in emergency situations.

Don't Follow Too Closely

Following too closely, always a hazard, is especially dangerous in winter. Keep well back of the vehicle ahead to give yourself plenty of room for an emergency stop.



Pump Your Brakes on Ice

NATIONAL SAFETY COUNCIL

To stop quickly, pump your brakes in a series of fast applications. Jamming on the brakes will lock the brakes and throw the car into an uncontrollable skid. Keep your head.

GET OFF TO GOOD START WITH PACE-SETTING CAMPAIGN

To make your January program effective, cooperate closely with officials and keep the objectives of the 1958 Back the Attack campaign constantly in mind. In this way you avoid the superficial, one-shot deal that is a waste of time, talent, and money.

BE PREPARED is a good watchword for the Bad Weather Driving program. The community that is prepared will get through January and the balance of winter with far fewer traffic accidents and much less congestion than its lackadaisical neighbor that waits for the first good storm to mobilize its snow fighting equipment and to alert its citizens.

Many areas will have had a taste of bad weather during December, but usually the real rough going arrives in January. If you're on the ball, you'll start your plans well in advance of the first appearance of snow, sleet or ice.

These plans should include alerting the public and assisting officials with their preparations for handling the traffic problems that accompany the onslaught of winter weather.

A Good Start

Your starting point is, of course, a huddle with your officials. Since this is the beginning of a new year, you will want to discuss not only the January program but the entire Back the Attack emphasis for 1958.

Getting back to January specifics, you will want to cooperate closely with highway and street maintenance officials. They are particularly important to the traffic safety picture this month, for it is their duty to keep the streets cleared so that traffic will move as normally as possible in spite of extremely abnormal weather conditions.

The officials' job of keeping streets and highways cleared is complicated when cars are parked along snow-covered routes. You can help them by warning motorists to remove their cars before snowplows get under way. Appoint one of your group to do liaison duty in keeping radio stations and newspapers informed of emergency measures. Through these channels issue appeals for public cooperation.

The enforcement job is also more difficult during bad weather. Build public support for any enforcement emphasis your police may place on "speed too fast for conditions." Throw the spotlight on their stepped-up action in this direction. Suggest to motorists that speeding up on icy pavements may be a quick way to a ticket.

Maintain a liaison with police similar to the one suggested for maintenance officials. In addition to issuing warnings on road conditions, you can —through this setup—keep the public informed on re-routing of traffic in emergencies, on special hazards, and on routine matters.

Inform Public

In preparing drivers to meet the challenge of the snow, sleet, fog and ice that plague them during January remember that our citizens must not only be warned of the hazards winter weather presents—they must be given the know-how to cope with these dangers.

You will find the basics for this task in the material on pages 40 and 41. Another valuable aid is the new booklet, "How to Go on Ice and Snow," prepared by the Committee on Winter Driving Hazards. It gives step-by-step instructions on the art of outwitting winter driving hazards. It will supply you with plenty of facts from which to devise effective publicity.

But whatever your source of material, suitability is a must. Local climatic conditions call the shots in January more than at any other time of the year. In some areas snow is the principal villain. In others, rain, ice or fog may be greater hazards.

So, wherever you are, be guided by your local weather picture and adapt your material to your needs. If there are any winter conditions peculiar to your area, stress them. If the people of your community are especially guilty of any careless winter driving practices, spotlight these also.

In some southern and southwestern states, tourists are more of a problem than winter weather. If this is true of your community, use what you need of the Bad Weather Driving program, but concentrate your fire on the tourist problem. For this, you'll find the suggestions to the right helpful.

Use radio, TV, newspapers, employee magazines, church publications, speakers, and any other means you have at your disposal to get the message across. Don't be afraid of repetition. National advertisers aren't, and they certainly know what it takes to sell ideas to the public.

Try These

Some of the constant reminders that will help you sell bad-weather driving tips are: radio and TV spots, newspaper fillers, and items to tie in with weather reports.

You can also use the same media to convey more detailed information on winter hazards to the public.

The newspaper releases and the radio scripts offered in the supplementary service provide an excellent means of explaining the basics of the program. (See page 44.) They are designed to feature prominent local individuals, thereby lending the prestige of these leaders to your program. The scripts are suitable for either radio or TV interviews.

Picture features in newspapers and employee publications will focus attention on the bad-weather driving problems. A good subject for a picture feature would be the basic rules for winter driving given on pages 40 and 41 of this issue. One picture and cutline would tell the story on each rule. Interest a local newspaper in doing such a feature.

Cartoons are sure-fire attention getters. Your local newspapers can obtain mats and proof sheets of the drawings on page 41—with suitable cutlines—by writing Paul Jones, director of public information, National Safety Council.

A radio or TV roundtable discussion on winter driving hazards could present all sides of the problem.

Take advantage of every meeting in your community to present the bad-weather driving message to the public. If you cover meetings of all groups—business, professional, civic, church, parents—you'll reach people in all walks of life.

Here's How

The simplest method of injecting traffic safety into these gatherings is by putting up posters at the meeting places and distributing literature at the session.

You should make a special effort to get the new booklet, "How to Go on Ice and Snow," into the hands of every driver. Meetings give you one of your best opportunities. The posters and leaflets shown on page 45 will also help get the message across.

If possible, go a step further and arrange to present short traffic safety talks at meetings. This month's material lends itself particularly well to chalk talks. One such talk could be built around stopping distances.

Alternate Program for Mild Climate States

VISITORS

A large influx of tourists is wonderful, but it can pose quite a traffic problem.

Be Prepared

Cooperate closely with your officials. You can help them by keeping publicity media informed of their activities. Alternate routing of traffic to relieve overcrowded thoroughfares, provision for and control of parking facilities, and elimination of left turns at busy intersections may be advisable. Special emphasis programs on speed and control of drinking drivers may also be planned.

Alert Home Folks

When the transitory winter population moves in, normal traffic is somewhat disrupted. Help your citizens to cope with this condition. Alert them well ahead of time through newspapers, radio, TV, and any other means at your disposal.

Warn Tourists

Make use of all media to keep visitors informed about routes, peak traffic hours and locations, local traffic laws, and special local hazards. Distribute safe driving literature, traffic law digests, route information, etc., at tourist cabins, hotels, motels, restaurants, filling stations, historic sites, ball games and races. Show film trailers and make special announcements at both outdoor and indoor theaters.

BAD WEATHER

Storms can occur in any climate. Anticipate such emergencies. In your general publicity to citizens and visitors, mention the possibility of a storm and outline the official action that will be taken if one occurs. If a storm does strike, issue bulletins to keep the public informed on re-routing and special hazards. Many areas have unique geographical or weather conditions which present special problems. If your area has some, work with officials to overcome them. Warn the public of the dangers they present.

JANUARY PROGRAM AIDS

Films, booklets and other aids for your Bad Weather Driving program

THE films listed below were selected from the "National Directory of Safety Films" (1956 Edition), which may be purchased from the National Safety Council (Price: $1.00). For local film sources write to your state and local safety councils, state safety departments, the film libraries (if any) at your state colleges and universities, and the film department of your state library.

DON'T SKID YOURSELF (16mm sound motion) b&w. 13 min. Shows actual tests made by the National Safety Council's Committee on Winter Driving Hazards on ice and snow. Dramatizes safety rules for winter driving and recommends driving techniques to be used in coping with winter hazards. Aetna Life Affiliates Companies, Public Education Dept., Hartford 15, Conn., Cleared for TV. Free Loan.

DRIVING UNDER ADVERSE CONDITIONS (16mm sound motion) b&w. 10 min. Illustrates techniques used when driving at night, in fog, in rain, snow or mud and under other conditions. Suitable for high school or adult audiences. Ford Motor Company, Motion Picture Dept., 3000 Schaefer Rd., Dearborn, Mich., Cleared for TV. Purchase or Free Loan.

WINTER BLUNDERLAND (16mm sound motion) b&w or col. 20 min. Shows numerous winter driving faults and suggests corrective measures. Alfred J. Farone, Inc., 63 Putnam St., Saratoga Springs, N. Y., Purchase or loan. Sterling Television Co., Inc., 205 E. 43rd St., New York 17, N. Y., Purchase.

Film Trailers

One-minute film trailers prepared especially for Operation Safety and the National Safety Council include the following:

WINTER'S DEADLY TRICKS (16mm or 35mm sound motion) b&w. 1 min. A graphic picture of the dangers that lie in a "harmless" patch of ice—that can spell death to unsuspecting drivers. (OST—1—511)

SNOW BUSINESS (16mm or 35mm sound motion) b&w. 1 min. Sweeney's neglect should prove to all motorists the need for safe winter driving practices. (OST—1—7)

Information on imprinting posters and leaflets and prices for film trailers with standard or special tailpieces may be obtained by writing to NATIONAL SAFETY COUNCIL, 425 N. Michigan Ave., Chicago.

Newspaper Ads

A new series of newspaper mats on the theme of traffic safety has been designed for business concerns who wish to use traffic safety messages in their advertising. Available in full-page, 1,000-, 600-, 200-, and 100-line sizes. For complete information and ad proofs, write the Advertising Council, Special Service Office, 425 N. Michigan Ave., Chicago 11, Ill.

Publications

The following publications are available from the National Safety Council:

"It's Your Responsibility . . ." (Safe Winter Driving Facts for Passenger Car Drivers). This 16-page booklet, size 3¾" x 8¾", attractively printed in two colors, summarizes all the facts learned about winter driving over 16 years of tests conducted by a group of winter driving experts. Directed to the average driver, the booklet recommends driving techniques and good practical advice on coping with bad weather conditions.

"It's Up to You" (Safe Winter Driving Facts for Truck Drivers). This 28-page booklet, size 3¾" x 8¾", printed in two colors, applies the results of 16 years of research into the problems of winter driving to professional drivers of commercial vehicles, with recommended procedures for bringing their vehicles safely through fog, sleet, snow and ice.

FREE OPERATION SAFETY MATERIALS

Basic aids to help you launch a successful campaign

TO DO the Operation Safety job thoroughly, you need all the tools. News releases, radio scripts, samples of leaflets and newspaper mats—formerly distributed in the Operation Safety kit—can be obtained by checking the Operation Safety box on the Reader Service Card contained in this issue of TRAFFIC SAFETY.

Here's what you get:

▸ **Four News Releases**—designed to feature local personalities and to highlight local conditions. Written by professional journalists, these releases point up the responsibility of each citizen to cooperate in the traffic safety program.

▸ **Four Radio Scripts**—five-minute, interview-type scripts on the bad weather driving theme. Each spotlights an appropriate local personality and is written for easy adaptation to local traffic situations. Scripts are tailored to fit the requirements of local stations.

▸ **Newspaper Mats**—a sample of each of the featured mats on the pedestrian protection theme. Designs are one-column miniatures of the featured poster designs shown on page 45.

▸ **Leaflets**—samples of the three featured leaflets illustrated on page 45. These handy, pocket-size giveaways tell a brief but hard-hitting traffic safety story in a way that captures interest. Properly distributed, they can serve as star salesmen for your bad weather driving program.

▸ **How to Go On Ice and Snow**—Two-color, 8-page booklet on winter driving hazards and how to cope with them. Contains starting ability and stopping distance charts. Illustrated.

OPERATION SAFETY MATERIALS

LET'S ALL BACK THE ATTACK: (397.13) A leaflet especially designed to help you back your traffic campaign. Prices: Sold only in packages of 1,000(M). 1-9M, $6.70 per M; 10-99M, $5.70 per M, 100-999M, $5.00 per M; 1,000 M or more, $4.50 per M.

HOW TO GO ON ICE AND SNOW: (399.60) Timely tips on upcoming winter driving hazards. An eight page booklet in two colors. Prices: 10-99, $0.10 ea. 100-999, $0.06 ea. 1,000-4,999, $0.04 ea. 5,000-9,999, $0.035 ea. 10,000-19,999, $0.034 ea. 20,000 or more $0.033 ea.

SLOW UP IN A FREEZE-UP! (399.66) Shows six important steps in building good winter driving habits. Prices: Sold in packages of 100, or 1,000(M) $2.50 per package of 100: Packages of 1,000 are: $20.00 per M for 1,000 to 4,000—$18.00 per M for 5,000 to 9,000—$16.00 per M for 10,000 to 19,000—$14.00 per M for 20,000 to 99,000—$12.00 per M for 100,000 to 199,000—$10.00 per M for 200,000 to 499,000.

HERE ARE BACK THE ATTACK POSTERS FOR YEAR AROUND USE

ACCENT ON WEATHER FOR JANUARY POSTING

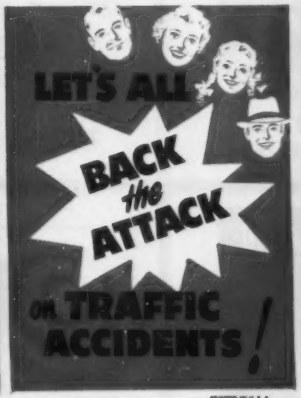
©NATIONAL SAFETY COUNCIL

T-1209-C 25"x38"
T-1210-A 8½"x11½"

©NATIONAL SAFETY COUNCIL

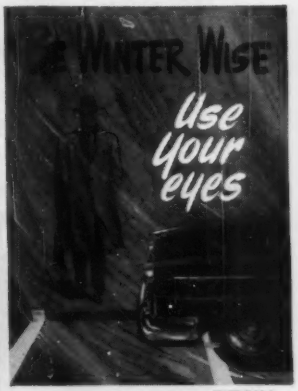
T-1211-B 17"x23"

ALTERNATE POSTERS FOR JANUARY POSTING



©NATIONAL SAFETY COUNCIL

T-1194-C 23"x38"
T-1195-A 8½"x11½"
T-1184-B 17"x23"



©NATIONAL SAFETY COUNCIL

T-0825-B 17"x23"

PRICES FOR ABOVE POSTERS

Traffic Posters—T-prefix to number	1-9	10-99	100-999	1000-4999*
A Size	$0.15	$0.092	$0.063	$0.052
B Size	.25	.18	.15	.12
C Size	.35	.27	.22	.20

YOUR CREDIT LINE can be imprinted (at time of press run) on B and C posters only. Imprinting must be requested 45 days prior to the date posters are required on all orders for imprinting.

*Please write for prices on quantities of 5,000 or more or for special rates on annual poster orders. One column newspaper mats on these posters are available from the National Safety Council.

ALL PRICES SHOWN FOR PUBLICATIONS AND POSTERS ARE SUBJECT TO A DISCOUNT OF 10% TO NSC MEMBERS

FLEET POSTERS

POSTER PRICES

Posters illustrated on these pages are included in the automatic Motor Transportation poster services. Automatic poster sets are available on yearly subscription that provides (4) subjects per month viz. (2) "A" size (8½"x11½") and (2) "B" size (17"x23"). Automatic service is provided in the following categories:

City Truck	City Bus	Annual price 1-4 sets, $8.85 per set;
Intercity Truck	Intercity Bus	5-49 sets, $7.45 per set; 50 or more
Sales Truck	Taxicab	sets, $5.95 per set.
Truck Terminal	Bus Terminal	

Posters are available for individual selection at the following prices:

	1-9	10-99	100-999	1000-4999*
A size, any selection	.15	.092	.063	.052
B size, any selection	.30	.22	.185	.15

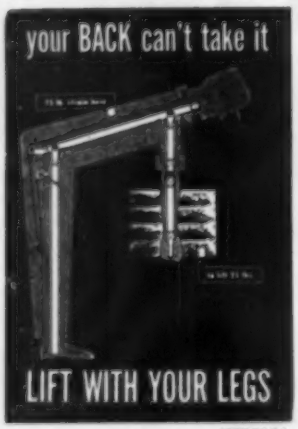
All prices shown are subject to a 10% discount to National Safety Council Members.
*Write for prices on quantities of 5,000 or more.

V-1201-B 17x23

1104-B 17x23

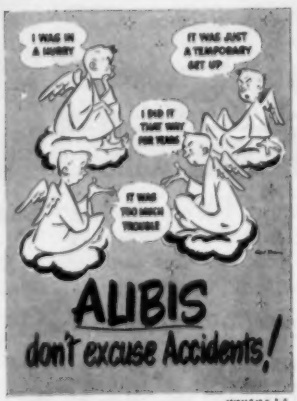
1163-A 8½x11½

0535-A 8½x11½

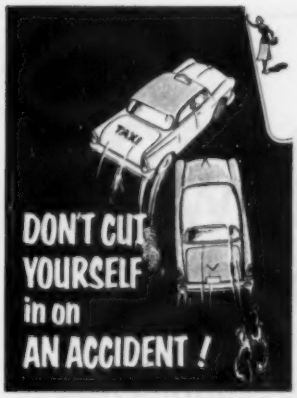


8189-B 17x23

9670-A 8½x11½



0852-B 17x23



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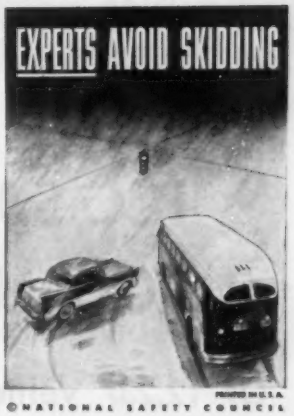
V-1200-A 8½x11½



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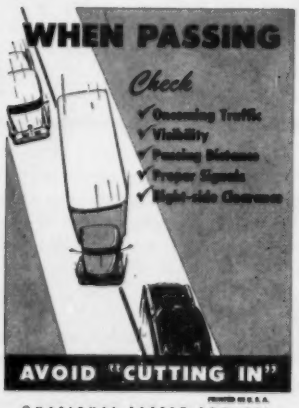
V-1202-B 17x23

V-0051-A 8½x11½

V-0581-A 8½x11½



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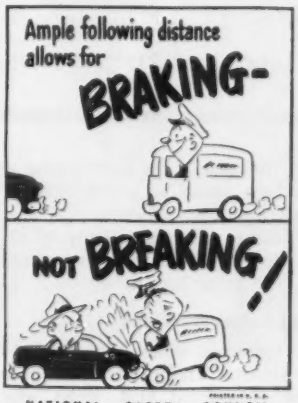

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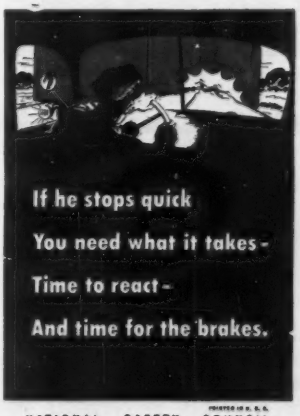

V-8772-B 17x23

ICC SAFETY CHECK SHOWS LOGS, LIGHTS, BRAKE DEFECTS

Of 12,237 vehicles receiving thorough inspection, 7,130 had defects in the braking systems, check shows.

THE second nationwide safety check of the year was held by the Bureau of Motor Carriers of the Interstate Commerce Commission during the second week in July.

Roadchecks were held at 42 points throughout the country to inspect interstate trucks. An estimated 50,000 trucks passed through the check points.

The ICC reported:

"Of the 12,237 vehicles receiving a thorough inspection for compliance with the Commission's safety requirements, 88.2 per cent had one or more defects or deficiences, compared with 89.9 per cent in May; 89.8 per cent in October, 1956; and 89.9 per cent in August of last year."

Report Main Violation

The main violation reported by the bureau was in the vehicles' braking systems, with a total of 7,130 defects.

This violation in point of numbers was followed by deficiencies in driver logs, medical certificates and lighting defects.

The ICC, with cooperation of state and local authorities, were compelled, during the hours of heavy traffic, to check carefully only those trucks with a visible or audible evidence they were not in good condition.

A total of 2,273, or 18.6 per cent, of those thoroughly inspected were tagged "out of service," meaning that the trucks could not go back on the road without first getting recommended repairs. These were put out of action for being, according to the Commission, "so imminently hazardous to operate as to be likely to cause an accident or a breakdown."

Here is a summary of vehicles marked "out of service":

Carrier	*No. Inspected*	*Out of Service*	*Per Cent*
Authorized	6,573	1,220	18.6
Private	3,713	677	18.2
Except	1,076	256	23.8
Non-Record	875	120	13.7
Total	12,237	2,273	18.6

The Bureau of Motor Carriers had additional data which showed a marked difference in the degree of compliance among different types of carriers, same as in the checks of last May.

Four or more defects or deficiencies were found on 1,898 or 28.9 per cent of the 6,573 vehicles operated by carriers holding ICC operating authority; on 2,325 or 62.7 per cent of the 3,713 vehicles operated by private carriers; and 694 or 64.5 per cent of the 1,076 vehicles operated by so-called exempt carriers. All of these figures represented decreases under similar defects found in the May road check.

But the Commission made this comment:

"The inspection of vehicles for mechanical conditions on road checks, such as this, is directed toward reducing the number of accidents resulting from defective vehicle conditions. This type of accident constitutes approximately 6 per cent of all accidents reported to the Commission by interstate carriers."

Ike Signs ICC Safety Law

The President signed S. 1492 into law as Public Law 85, increasing the maximum penalties for violation of certain safety statutes administered by the Interstate Commerce Commission.

Crackdown on Unsafe Trucks

The ICC announced the institution of proceedings looking to the suspension or revocation of operating certificates of six trucking companies alleged to have records of excessive safety violations. The Commission described its action as a new approach to safety violations, since in the past the ICC has relied principally on Federal prosecution to maintain compliance with safety regulations.

Hit at Exhaust Fumes

Congressman Schenck, a member of the Roberts Traffic Safety Subcommittee, introduced H.R. 9368 which would require the United States Public Health Service to determine, prescribe, and publish standards as to the safe amount of unburned hydrocarbon which motor vehicles could discharge into the atmosphere. The bill would prohibit the use in interstate commerce of motor vehicles which discharge amounts in excess of such standards. The bill's sponsor called attention to the danger to public health by automobile exhaust gasses, specifying in particular cancer, and noted the aggravation to air pollution caused by such exhaust.

POST OFFICE GETS THIRD SERVICE TO SAFETY AWARD

Public service and fleet programs pay rich dividends

FOR the third time is as many years, the National Safety Council's Citation for Meritorious Service to Safety was presented to the United States Post Office Department.

The award cites the United States Post Office Department and postal personnel "for setting an outstanding example in . . . support of the *Back The Attack on Traffic Accidents Program.*"

The presentation was made in Mr. Summerfield's office by Mr. William G. Chandler of New York City, trustee of the National Safety Council.

Mr. Summerfield said he was accepting the award on behalf of more than half a million postal people and their outstanding contributions to national safety in 1956.

He noted that postal personnel have furnished leadership to many other safety programs such as those for child safety, holiday hazards prevention, slow down and live programs to cut speeding, and many other major national and local programs in the safety field.

Recognizing in 1953 the Post Office Department previously possessed one of the worst traffic accident records in the Federal Government, Mr. Summerfield instituted the Department's first intensive safety and health program.

This included participation in community safety activities to prevent off-the-job accidents as well as participation in the Department's internal program to prevent on-the-job accidents.

Until that time, although there had been a Director of Safety and Health, he had been without money or adequate staff to operate effectively.

The Department's first organized and funded Safety and Health Division was established in the Bureau of Personnel, and staffed with experts in industrial safety, health, motor vehicle and traffic safety. They were given top priority to get a program going.

The motor vehicle and traffic safety program, which was set up as an important part of the overall safety program and which won the third consecutive Safety Council Award, is 3 years old now but already it has registered these accomplishments, Mr. Summerfield said:

1. Postal personnel operated 70,000 vehicles 750 million miles in 1956 with only 2.14 accidents per 100,000 miles, lowest rate in Department history.

2. 96,000 postal drivers were enrolled in the "Safe Driver Award Program" of the Council in 1956, and a third of them received awards for flawless driving.

3. 30 Post Office Department vehicle fleets of 2,000 vehicles each entered the 1956 National Fleet Contest sponsored by the Council and three won Contest awards.

"We in the Postal Service," Mr. Summerfield said, "are proud of the fact that the Post Office Department and its people have set such a splendid example in this important field of safety."

THREE IN A ROW!

Postmaster General Summerfield (left) receives NSC Citation for Meritorious Service to Safety from NSC Trustee William G. Chandler.

MOTOR TRANSPORTATION

THE GENERAL FOODS 'WAY' TO FLEET SAFETY

Salesmen-drivers in seven of General Foods' Divisions earn National Safety Council Safe Driver Awards to prove that salesmen can be top drivers.

General Foods' philosophy of operation is lived by more than 2,400 sales and marketing experts in racking up safe driving records all across America.

by Frank Davin

IF YOU CAN visualize a fleet of 2,400 sales diplomats on wheels, combining the brains and charm of master salesmen with the skill of professional drivers, you'll have an adequate mental picture of the General Foods Corporation's passenger car fleet.

The words—passenger car fleet, sound inadequate. Probably the most difficult job in supervising fleet operations is the one facing the safety or sales director who has to combine safe driving with sales efficiency and proficiency in his organization.

Biggest worry to those concerned with sales fleets is the problem of convincing the salesman that he is a driver first when he climbs behind the wheel of his company car, and that he must operate with the proficiency and skill of a professional back of the wheel. Fail in this and you are liable to have a dead or injured salesman on your hands —to say nothing of what an accident can do to your public relations program and your insurance premium.

But that problem was licked in the beginning by General Foods management. To start with, Charles G. Mortimer heads this giant food marketing organization, and he is a man with a deep personal interest in company personnel, a sense of public relations and community obligations, and a watchword—"be fair, honest, honorable."

Mr. Mortimer is a superb salesman and knows advertising and marketing as few men do. A former chairman of the board of the Association of National Advertisers, he served with the War Advertising Council and helped mobilize the forces of advertising for the war effort. During his three-year term as chairman of the Advertising Council in the postwar era, the Council continued to harness the power of advertising to contribute to social and economic progress. Top of the list in this respect is the "Stop Accidents" campaign in which the National Safety Council and Advertising Council have teamed up to slash the nation's accident toll.

With a man like President Mortimer at the helm, it is not surprising that safety rates a top priority in all fields in which General Foods Corporation plays a part.

He was trying to catch a plane the day I chatted with him in his White Plains, New York, office, but he still had time to visit for a few moments. The few moments lengthened into a half-hour as he explained the philosophy that actuates the General Foods family.

"We have pioneered in many constructive policies and methods because we have a special 'way' of doing things," he told me. "We want the General Foods 'way' of doing *everything* to command respect, inside as well as outside the company, because it is the friendly, courteous, considerate and sound way of carrying on our business and dealing with problems, situations and people.

"Needless to say," he added, "Safety plays an important part in the philosophy we try to live in our business life."

General Foods Corporation is truly one of America's top industries. Its net sales volume exceeds $971,300,000 for fiscal '57, yet it must operate on a small margin of profit. In such an operation, efficiency is a must.

Thus it is that accident prevention rates top priority in all General Foods' industrial operations and among personnel who drive.

A knowledge of what makes people tick is a must in the merchandising field. General Foods used this know-how to convince their top sales personnel that they could be pros in traffic.

CHARLES G. MORTIMER
President
General Foods Corporation

THE President of the United States has stated that traffic safety is one of the most important problems facing the nation today. We at General Foods strongly endorse this view. We are proud of the fact that four of every five salesmen in General Foods' fleets has earned the National Safety Council's Safe Driver Award — *the highest award for professional safe-driving performance.* Courtesy, consideration and fair dealing—the attributes of a successful General Foods salesman—are also the most important characteristics of a safe driver.

Charles G. Mortimer

The same philosophy actuates J. B. (Jerry) Burbank, Jr. and Fred Miller of G-F's Insurance Division, who are charged with the safety program of the company. And it is a practical philosophy at work in the seven sales organizations of the General Foods family concerned with safe driving.

Three of the organizations are headquartered at White Plains. Here George Winecoff, of the Jell-O Sales Division; Art Hill, of the Birds Eye Sales Division, and Howard Roe, of the Institutional Products Division, direct the safety programs of their organizations.

In Hoboken, Marie Scotti, a fireball in sharping up salesmen to become professional drivers, directs the safety program of the Maxwell House Sales Division. In Battle Creek, Mich., it's Walt Chimel's responsibility with the Post Cereals Sales Division, and in Toronto, Ontario, Canada, G. W. Ralfe directs the fleet safety program for General Foods, Limited.

Since a keen perception of public opinion is one of the musts in such an organization as General Foods, it is not surprising that these sales divisions tackle the problem of safe driving in all kinds of traffic with a special kind of enthusiasm—one kept sharp by smart supervision that snaps up enthusiasm.

Marketing is one of General Foods' most important functions. The company must know the factors that prompt people to buy groceries. And nobody in the food business will argue that General Foods isn't one of the sharpest organizations in the food marketing field.

The fleet safety folk apply the same techniques in whetting interest in safe operating that the salesmen use in marketing the company products. And one of the intangibles that sometimes puts the clincher on a customer's preference for Jell-O or Maxwell House coffee, Post Toasties or Baker's Chocolate is the friendly, courteous, considerate approach of the salesman in the market or back of the wheel of his vehicle—when he thinks he isn't being watched.

General Foods Sales fleet chopped its accident rate (the number of accidents per 100,000 miles of driving) from 3.30 in 1948 to 1.81 in 1953, a period of time in which the sale of company products jumped from more than $460 millions to in excess of $700 millions.

General Foods' eastern fleets enrolled in the 1955-56 National Fleet Safety Contest (representing 1,082 of the company's approximately 3,000 vehicles) had 250 accidents, traveled 22,899,000 miles for an accident frequency rate of 1.10. The western fleets, with 401 vehicles, traveled 8,923,000 miles and had a frequency rate of 1.07. The combined fleets (34 of them) of 1,483 vehicles, were involved in 341 accidents in 31,872,000 miles of travel for a combined rate of 1.07.

Turn Page

This story tells how the "sale" was made, and points up the fact that this safety program is no accident. It has been developed over the years because top management demands efficient and safe operations in plant and fleet.

This corporate philosophy has become a rule and a way of life for GF employees throughout the land. Its extension into their private lives has contributed to the motor manners of hundreds of communities all over America and aided the National Safety Council's *Back the Attack on Accidents Campaign.*

Some of the fleets entered in the contest racked up quite respectable records. The Maxwell House unit in Hoboken, N. J., for instance, entered 458 vehicles, had 85 accidents in 9,682 miles of hazardous metropolitan travel for a rate of .88.

In the 1956-57 contest which ended July 1st, General Foods fleets improved this performance. The Eastern sales fleets had a rate of .98 and the Western averaged .69 for a combined rate of .83.

Develop Teamwork, Loyalty

But the big payoff isn't determined in accident record keeping. It is best portrayed by what happens to men and women when they work well together. The teamwork and the organizational loyalty engendered by these contests and by honest intra-organizational competition for accident prevention has paid surprising dividends to General Foods. They are building sales executives, marketing specialists with a sense of public relations, and good drivers to boot.

Take the Maxwell House Coffee operation in Hoboken for instance. Safety is on the program year round. All the Maxwell House coffee isn't sold in Hoboken. In fact, Marie Scotti had enough Maxwell House sales fleets to organize a baseball competition. She divided the organizations into Eastern and Western Leagues.

Safety World Series

One year the competition went like this: Everybody started out the season in April with a perfect record. But as the season wore on, the competition got stiff and after the All Star break, a few of the teams showed signs of wear. As the teams entered the September stretch drive for the flag, they were bunched. Every club had a mathematical chance to take it all. Slowly Memphis and Cleveland in the Eastern League, and San Francisco and Los Angeles in the Western League pulled away from the pack.

Memphis and Cleveland closed the season with one preventable accident each. Los Angeles and San Francisco wound up with perfect records and no preventable accidents. The race had to be decided on the basis of percentages. So, using a formula approved by the National Safety Council, the mileage driven became the deciding factor. San Francisco won the Western League pennant and the World Series on the basis of their perfect record. Memphis won the pennant in the Eastern League.

The Champs Report

And just to point up the fact that this was no paper contest, Paul McGowan, national sales manager for Maxwell House, "interviewed" some members of the championship San Francisco team. This is what they had to say:

1. **Tom Crow:** "By obeying traffic laws and being continually alert to, and anticipating possible action that might be taken by other drivers."

2. **Rollie Barton:** "I stayed alert to stay alive."

3. **Frank Watson:** "This record was accomplished by observing all the traffic rules of safe driving, courtesy towards others and obeying speed regulations."

4. **Tommy Allen:** "Constant alertness, safe speeds and choosing routes that afford the best driving conditions."

5. **Dick Craig:** "(1) Considering how little time one gains by excessive use of speed. (2) Considering distance gained in given amount of time."

6. **Bob King:** "I am very proud of the car I drive and the family I have—I wanted to keep them both."

7. **George Payne:** "I think by planning my work in advance that I free myself from worry of getting to the next call on time; by trying to observe all traffic rules and trying to figure out what the next person is going to do."

8. **Randy Spieth:** "The safest assumption is that the next driver might be either not watching, under the influence of alcohol or just doesn't know what he is doing."

9. **George Tovani:** "I believe one of the contributing factors in my safe driving record is that since this contest began I have tried a policy I once read on a poster: 'Courtesy is contagious.' I found it works very well."

10. **Billy Crow:** "Safe Driving Slogan—

Speed, speed, and speed
Is all they think they need,
With Death synonymous with speed
I do hope they take heed."

11. **Ross LaBatt:** "Be alert — don't get hurt. To help win, I tried to do my driving and half of the other fellow's driving."

12. **George LaRoche:** "I did my part by driving with caution to get home safely."

13. **George Eble.** "I helped to maintain my safe driving record by always being conscious of the other cars on the road and by driving according to conditions of the road."

14. **Fred Volkert:** "A clear mind adds to the alertness necessary to safe driving."

15. **Earl Wright:** "My safety record is based on following safe driving rules and always obeying the speed restrictions."

16. **Bruce Herbert:** "Team spirit and the will to win was motivated by constant reminders from the District Office of our standing in the league."

The Maxwell House Division is a good example of the General Foods "way" of operation in the field of traffic accident prevention. But it might be well to mention that each of the divisions of the General Foods family has a free hand and not all of them operate the same way.

Using the Maxwell House Division as typical in this instance, let's take a look at two safety promotions that helped spark enthusiasm for and knowledge of safe driving performance. One is on holiday safety, the other for the wives and/or mothers of salesmen.

Last Christmas, the Maxwell House Division announced a Holiday Safety Package. Every salesman with an accident-free record for the month of December could enter a safety contest, writing 25 or more words on any one of a dozen items. The topics listed included: Liquor and driving, slippery weather, city driving, night driving, signs and signals, brakes, driving on hills, parking the car, passing fancy, curves and turns, controlling the car and care of the car. Prizes ranged from $25 to $10 for top selections with lesser amounts for second prizes and honorable mentions.

The entries rolled in. I checked more than 160 entries on the subject

of liquor and driving alone, and they all had a message. One picked at random indicates the kind of competition:

Merrily, we approach the joyous season,
But caution warns, it's time for reason.
We'll yield to turkey and all the fixin'
But not to gas and alcohol mixin'.

The winners are a composite of General Foods sales personnel. Such men as Erling Johansen, New York; J. S. McKay, Dallas; R. W. Hayes and Edward L. Johnson, Philadelphia; Lee Austin, St. Louis; Dick Lewellyn, Los Angeles; Tom McHatton, Los Angeles; James Baker, St. Louis; James Amos, Chicago; Roy Hyman, Dallas, and Ed Brusco, of Boston, proved that salesmen can be real pros in the safe driving league, too.

Wives for Safety

The feminine side of the sales family came in for a promotion, too. One typical operation featured "The Home Maker's Contribution to Safe Driving," and was conducted along with the baseball competition. Twenty Good Housekeeping cookbooks were offered as prizes for the best short entries. Alice Mills, director of Women's Activities of the National Safety Council, and Miss Edith Doane, director, Women's Division, New Jersey State Safety Council, served as judges.

Of course, gimmicks and gadgets don't tell the real day-to-day story of accident prevention. They are the fluff on the cake—the necessary spark to light the fires of competition.

The Secret Ingredient

Then, too, you have to consider that these men aren't driving trucks. They are much like the man on the street. They are salesmen first and drivers second in their own estimation. The secret ingredient here, as in so many cases, is one part of inspiration and 99 parts of perspiration to make them into a team of safe driving salesmen.

General Foods thinks the National Safety Council has the answer in the Council's complete transportation services. It has worked for them. Every salesman gets a copy of the *Safe Driver* magazine (passenger car edition) mailed to his home. He likes it. It's all about sales personnel, executives, people who have to keep accident-free to stay ahead of the sales competition — to hit that peak in sales efficiency that guarantees him advancement in the organization.

Every month he gets a letter on the subject of safe driving. And, if his record is accident-free, under the strictest rules in the world—the rules of the National Safety Council, he earns the Council's Safe Driver Award, *the highest award for professional, safe driving performance.*

And this is the payoff: More than 80 per cent of eligible driver-salesmen have earned this most coveted award. Truly a remarkable record.

A Way of Life

Since visiting with President Mortimer and the staff of General Foods at White Plains, New York, and watching the salesmen on the road, in city traffic, and while they are setting up displays or figuring out new methods of marketing food, I've noticed the products of the company on the shelves of the supermarts, or the neighborhood grocery store. And every time when doing the family marketing, I dropped a package of Jell-O, or Maxwell House coffee into our shopping cart, or any of the other famous brand names that are the household words of this America we live in, I've thought of Mr. Mortimer's words about the "General Foods 'way'." And somehow, it's the same "way" we who work in the field of traffic control and accident prevention have been traveling down the years.

No wonder it works so well for the salesmen of General Foods. END

NO USE SKIDDIING
General Foods salesmen chain up before setting out on slippery roads to make their rounds. Accident prevention is a full-time occupation for fleet.

SAFEST MAXWELL HOUSE DRIVERS
The grin's for the best highway safety record in the Southern Region. C. P. Nicholson, Dist. Mgr. (left), and Jack Gordon, Memphis Safety Council, with trophy.

Sane Dollars for Safe Drivers

From Page 16

crease in schools offering the program was only 17 per cent. These four states also increased their number of students trained by 141 per cent in the face of a national increase of only 22 per cent. Remember—these laws do not compel the schools to offer a course nor do they compel a student to take the course in driver education.

In some states, the subsidy would not be paid until the students had passed the course successfully. In others, the state paid on the basis of the number of students enrolled in the course.

Almost all the bills made the state department of education responsible for administering the program, and setting rules and regulations.

A few states required the student to be enrolled in a course of driver education before he could take the behind-the-wheel instruction.

One or two states limited the time the law was to be in effect, while all other states made it a continuing program from a specified date.

Many proposals provided for a coded designation for students who are licensed after a course in driver education.

One or two states proposed that driver education be required for graduation.

A few states passed legislation regulating commercial driving schools.

Michigan enacted legislation authorizing county driver-improvement schools.

Connecticut's bill provides that if the fund in any year is insufficient to cover the entire driver education aid needed, the remainder shall be paid from the general fund.

Only one state stipulated that credit be given for the course. The legislation was passed.

Quite a few states considered legislation providing financial aid to private, public and parochial schools offering driver education. One or two signed this aid into law.

One state passed legislation authorizing schools to purchase driver education cars.

There are many, many reasons for the defeat of proposed legislation in the 18 states. Here are a few of the more important ones: (1) Educators and their associations opposed passage because they felt it violated a fundamental principle of the state dictating subjects to be taught in the schools; (2) Some legislators were concerned about appropriating state funds to parochial schools, believed that the legislation would miss its goal unless all students were given an opportunity to take a course in driver education.

(3) Many states felt that the legislation was defeated because of the last-minute rush in meeting the deadline for adjournment. (4) In a few states, the bills were opposed because they "earmarked funds" for special purposes. (5) In one state, the legislation would have been too difficult to administer. (6) In some states, the reason for defeat was a failure of advance publicity. (7) In one or two states, the bill was so long and the language so complex that the legislative committee could not understand it!

The *Driver Education Act of 1957* (H.R. 5416), introduced in the United States House of Representatives by Congressman Kenneth A. Roberts (Alabama) is still in Committee at this writing. This bill provides "$28,000,000 for youth driver education programs, to be apportioned among participating states in the proportion that the population of the particular state bears to the total population of all participating states, determined in accordance with the last preceding United States census."

Other important provisions are: Each participating state must create a State Board of not less than three members; "A State, in order to receive the benefits of this Act, must match by state or local funds, or both, 100 per centum of appropriations made under authority of . . . this Act."

Those people who intend to propose and pass driver education financial support bills in the future should study carefully the reasons why driver education bills were defeated in 18 states this year. They should also examine the methods used in the successful states in publicizing the proposed legislation and enlisting public support. END

I KILLED A LITTLE BOY

A little mound of earth, a granite stone
That spells his name, and marks his years: age three,—
The joy he brought in life, in death has flown,
And heartbreak lives with loved ones—and with me.

Forever will he haunt my memory,
As from his mother's side, into the street
He dashed, with shout of joy,—then suddenly,
—A sick'ning thud—as flesh and metal meet.

He lay there, pale and broken, stilled his cry,
A crimson halo moist beneath his head,—
I knew at once, and cried "Dear God, that I
And not this little child, might lie there, dead!"

The officers, the coroner, were kind,
There was no guilt, according to the laws:—
Yet, they would know, could they but read my mind,
That "heedless inattention" was the cause!

I was not really speeding at the time,
Five miles above the law, perhaps, or ten,
What I had done could not be called a crime—
But, oh, if I could take that drive again!

For in the night I hear that mother's shriek
Co-mingling with my brakes in tortured scream,—
I shudder—and my heart and soul grow weak,
To wake and know it's not a ghastly dream!

It's true the law absolved me of all blame,
The guilt that dwells within is mine alone:
I killed a little boy, and carved his name
Upon my conscience—as upon his stone!

Edward J. Allen

The author is Chief of Police, Santa Ana, Calif.

Teenage Rebel

From Page 13

However, if such tools were invented it could readily be seen that revised licensing on a nationwide basis would have to be instituted.

For research purposes, it will be necessary to determine who will be a "good therapeutic risk." This would immediately eliminate the psychotic who is easily recognized as well as the sociopath who is not quite so easily detected. Those offenders who fall into the latter group, combining a triad attitude of "dog eat dog," "I go first" and "I don't give a hang," would most likely be excluded from any psychological rehabilitation program as their known prognosis is relatively poor.

Current psychiatric techniques such as intensive psychoanalysis and psychotherapy could no doubt be employed for rehabilitation purposes but are, from a practical viewpoint, too laborious and too expensive. This leaves us with the possibility of furthering a more collective approach and it would seem that role playing as used in psychodrama and sociodrama may afford a good diagnostic as well as a good re-educational technique.

The method of sociodrama may yet turn out to be one of the most promising screening devices. Currently it is in use in training teachers for stress situations to be expected in actual classrooms. It is employed by social work schools to indicate proper behavior in interviews with clients. It is used by the police department of New York City in teaching rookies to handle "on the beat" situations. Of more recent vintage, it has been a device used by executives in filling high-echelon jobs by submitting the applicants to a number of actual stress situations.

This kind of role playing could well be made an integral part of a pre-licensing learners' permit system which would afford more possibilities for detection and rehabilitation of future delinquent drivers.

Such a process may be expensive, yet would be amply compensated for by savings in manpower (police, courts, traffic bureaus), limbs and lives.

It seems obvious that current mass educational techniques such as "coffee for the road," "drive safely," "the life you save may be your own," as well as gruesome newspaper pictures of accidents, etc., have failed most miserably (as have the appeals of authority figures such as the President) in reducing accidents (or murder).

Mishaps on the road are often technically referred to as "accidents," and if a more semantically loaded psychologic term connoting vehicular homicide or rape of the road could be found, it would be of help.

After all, the appeal to save water made to New York City residents a few years ago resulted in unconvincing savings. Other appeals dealing with littering the streets, curbing dogs, jaywalking, etc., likewise are minimally successful in an egocentric social action, apathetic age.

It is to be stressed once more that teenagers are not the only age group who offend on the road. It is also possible that some of those who do offend will, if they live long enough, change or be helped to change their patterns of driving behavior. END

Georgia Testing

From Page 19

driver will have steered his car in a pattern through stanchions placed along a straight line. The course through the stanchions resembles a figure eight marked out on the pavement. "We've learned some significant things from this course," Captain Davies said. "For instance, it's astounding to see the number of people who do not know the position of their car on the road."

Georgia officials are studying the findings from the first year of operation of the new course to determine whether other similar courses will be located at strategic points throughout the state.

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When you equip your trucks with Wagner-Sangamo TACHOGRAPHS, it's like having your fleet supervisor ride on every trip—without leaving his desk!

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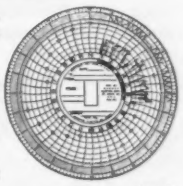
Tachographs on your trucks will provide *constant* supervision at the only unsupervised point of your trucking operation—the moving truck with the driver at the wheel.

Bulletin SU-3 tells how TACHOGRAPHS can improve your truck fleet operation. Mail the coupon for your copy.



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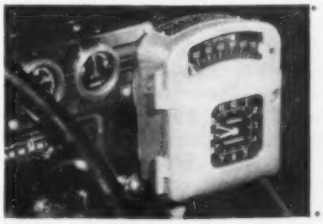

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SAFETY FILMS

Reviews of Current Traffic Films

Here are two films dealing with psychological and physiological factors in driving.

What Made Sammy Speed? is a 1957 release, produced and sponsored by Sid Davis Productions. Available in black & white or color, the 16mm motion picture runs 10 minutes. TV right are reserved.

The film presents a psychological inquiry into the reason for a bad driving habit (excessive speed) on the part of a teen-age boy which led to his death.

During the inquiry by the Juvenile Officer, many factors are brought out: the father's bad driving practices and misunderstanding of law enforcement for the young driver, the younger brother's hero-worship, the need for acceptance by the crowd, the need to overcome disappointments and build up his ego. Any or all of these might have contributed to the habit.

Implied in the film are less apparent reasons: the father's fuss in giving the car (lack of confidence in Sammy's judgment?), the teachers who didn't direct his innate common sense and intelligence into useful and ego-building activities, the coach who didn't bother to try him for another team position when he failed to make first base.

No conclusive answers are given to the question in the film. The boy is shown as a typical, clean-cut, healthy teen-ager. Discussion by the audience, either adult or high school, should be promoted by the film.

Prints can be purchased from Sid Davis Productions, 2500 S. La Brea, Los Angeles 16, California.

The Human Factors In Driving is a Progressive Pictures release this year, running 11 minutes. It is a black & white sound motion picture.

The film intends to bring to the attention of experienced drivers some emotional states causing lack of control along with physical factors involved in accidents.

The emotional states include the competitive urge, temperament (anger, unhappiness, stress), and others. Also shown are physical reactions such as overeating, fatigue and highway hypnosis. Bad habits unconsciously practiced are covered: not observing signs and signals, putting too much trust in signs and legal rights, driving a little over the speed limit.

New NSC Rental Film Setup

On January 1, 1958, the National Safety Council will turn over its film rental libraries to Association Films, Inc. After that date, orders for rental or loan prints should be addressed *not to the National Safety Council,* but to Association Films, which will deal directly with customers on bookings, shipments, and billings.

Association Films, Inc. has four distribution offices: 561 Hillgrove, La Grange, Ill.; Broad at Elm, Ridgefield, N. J.; 799 Stevenson, San Francisco, Calif.; and 108 Jackson, Dallas, Tex. To speed bookings, send requests to the nearest office.

The Council is accepting rental and loan bookings for dates up to and including December 1, 1957. It is the *rental* film procedure only that is changed. Orders for *preview* and *purchase* prints should be addressed directly to the National Safety Council as before.

Bad habits and emotional states should be, according to the film, consciously broken and controlled until good, safe driving becomes an unconscious habit. Physical states of the driver should be considered before any planned drive. A great deal of information and theory is included in this short film. There is no story line.

Prints can be purchased from Progressive Pictures, 6351 Thornhill Drive, Oakland 11, California.

A film has been released on economy runs conducted through high-schools by General Petroleum Corp. Produced by Sid Davis Productions, *On the Run* is a color movie running about 27 minutes, deals with the "how's" and "why's" of such runs from the point of view of the student.

The story is about one high school and how a teen-age group organized and planned the run, getting the sponsorship of local business and service clubs. Emphasis of the run is fuel conservation, rules of the road and safety (although "making time" is stressed in the story). The dialogue is directed to the high school age group so the film should appeal to that audience.

Electronic Control Firm Behind Action Program

Engineers and distributors in 48 states representing Electronic Protection, Inc., got the word this month that they are expected to employ all efforts at the community and state level to help develop public support for traffic safety.

The announcement was made by V. Lee Cook, president of the Melrose Park, Ill. organization, at a demonstration of the company's electronic radio traffic controllers in Washington, D. C. for Civil Defense officials.

"The traffic toll certainly rates as a national disaster," said Robert G. Schmal, Electronic Protection Co. official, "and, since we are vitally interested in the problem of traffic control and accident prevention and have professionals available in communities, it makes sense to us that they lend assistance on the spot wherever possible.

"It is also our policy that assistance in putting the Action Program to work will not be commercialized in any way," he concluded.

The Washington, D. C. demonstration proved up the El-Tec system's capacity to fulfill requirements of FCDA —functioning of the system from the initial alert through the evacuation phase of resumption of control of normal control patterns, as well as radio interconnection for traffic control and control of the system by emergency vehicles.

Teen-Age Road-eo Won by Georgia Youth

Charles Hopkins, a 19-year-old from Georgia, now rates the title "best teen-age driver in the country."

The youth came out first in the National Teen-age Road-eo in rough competition against 50 other contestants from the several states, Hawaii, Alaska and the District of Columbia.

The handsome, tall, crew-cut, All-American guy is the son of Mr. and Mrs. Clarence Hopkins of Atlanta. He scored 866 points out of a possible 1,000 in the 4-day series of driving tests and examinations.

For coming to the nation's capital as the best of class from his own state, the young man went home with a $2,000 scholarship for the college of his choice. He plans to enter Wofford College, Spartansburg, N. C.

Second-place honors went to Noel A. Lesley of Stayton, Oreg., who piled up a total of 865 points. He received a trophy and a $1,500 scholarship.

Kenneth Roberts of Portland, Me., took third honors and won a $1,000 scholarship with a total of 864 points.

Announcement of the winner climaxed the 6th Annual National Teen-age Road-eo during which 51 young drivers, most of them starting at the hometown level, showed their talent in handling a high-powered car through tests—real and simulated.

The competition even included a road test through rough Washington noonday traffic, which is a challenge to folks who face that hazard every day.

Sponsors were the U. S. Junior Chamber of Commerce, American Trucking Associations, Liberty Mutual Insurance Co., Pure Oil Co., and Chrysler Corp.

There were three young lasses in the competition. They did not do so well. None finished in the "money." They were Vivian Cox of Pueblo, Colo.; Huella Dixon of Lovington, N. Mex.; and Mary Jane Sawyer of McGehee, Ark.

National and Washington Junior Chamber officials and executives of the sponsoring companies attended an awards banquet at the Willard Hotel. Rev. "Bob" Richards, twice Olympic pole-vaulting champion was the main speaker.

COMING EVENTS

Oct. 21-25, Chicago

Forty-fifth National Safety Congress & Exposition (Conrad Hilton Hotel). R. L. Forney, secretary, National Safety Council, 425 N. Michigan Ave., Chicago 11.

Oct. 28-30, French Lick, Ind.

Fifth Annual National Highway Conference for County Engineers and Officials (French Lick Sheraton Hotel). Sponsor American Road Builders Ass'n. Ben F. Ostergren, managing director, County and Local Roads Division, American Road Builders Association, World Center Bldg., Washington 6, D. C.

Nov. 4-6, Cleveland

Transportation Meeting, Society of Automotive Engineers (Hotel Statler).

Nov. 7, Columbus

Ohio Statewide Traffic Safety Conference (Deshler-Hilton Hotel). Gordon Jeffery, director, Ohio Department of Highway Safety, and executive secretary, Governor's Highway Safety Conference, 240 Parsons Ave., Columbus 5, Ohio.

Nov. 7-8, Spartansburg, S. C.

Twentieth Annual South Carolina Accident Prevention Conference. J. Donald Watson, Jr., conference secretary-treasurer, c/o South Carolina Industrial Commission, P.O. Box 539, Columbia, S. C.

Nov. 7-8, Seattle, Wash.

Northwest Safety Conference (New Exhibition Hall, Olympic Hotel). William A. Feathers, manager, Seattle-King County Safety Council, 1014 Third Ave., Seattle 4.

Nov. 13-15, San Francisco

National Conference on Standards (St. Francis Hotel). Cyril Ainsworth, technical director, American Standards Ass'n., 70 E. 40th St., New York 17.

Nov. 15, Denver, Colo.

Governor's 1957 TeenAge Traffic Safety Conference, West High School, Denver, Colo. Contact same as July 12 conference. Advance registration and governor's reception, November 15, Cosmopolitan Hotel.

Nov. 18-22, Chicago

Annual Meeting American Association of State Highway Officials (Conrad Hilton Hotel). For Details: Executive Secretary, American Association of State Highway Officials, National Press Bldg., Washington 4, D. C.

Nov. 22-23, Columbus

Second Annual Ohio Youth Traffic Safety Conference (New Veterans Auditorium). Austen Moore or Harry Pontious, co-chairmen, c/o Nationwide Insurance Co., 246 N. High St., Columbus 15, Ohio.

December 9-10, New Orleans

Louisiana Safety Association Conference (Roosevelt Hotel). Charles E. Doerler, secretary, Louisiana Safety Association, P.O. Box 1147, Shreveport, La.

1958

Jan. 6-10, Washington, D. C.

Annual Meeting of the Highway Research Board (Sheraton Park Hotel). Details from Highway Research Board, 2101 Constitution Ave., Washington 23, D. C.

Jan. 30-31, Milwaukee, Wis.

Sixteenth Annual Mid-Winter Safety Conference and Exposition (Hotel Schroeder). R. W. Gillette, executive director, Wisconsin Council of Safety, Room 234, One W. Wilson St., Madison 2, Wis.

Jan. 30-31, Philadelphia

Annual Meeting Private Truck Council of America (Hotel Sheraton).

Mar. 2-4, Memphis, Tenn.

Southern Safety Conference. W. L. Groth, executive director, Southern Safety Conference, Inc., P.O. Box 8927, Richmond, Va.

March 5-6, Philadelphia

Annual Regional Safety and Fire Conference and Exhibit (Bellevue-Stratford Hotel). Harry H. Verdier, executive director, Philadelphia Safety Council, Chamber of Commerce Bldg., 121 S. Broad St., Philadelphia, Pa.

Mar. 17-18, Boston

The 37th annual Massachusetts Safety Conference and Exhibit at the Hotel Statler, Boston; directed by Bruce Campbell, manager, and Bert Harmon, assistant manager, Massachusetts Safety Council, 31 State Street, Boston 9, Massachusetts.

Mar. 17-19, Los Angeles

Western Safety Congress and Exhibits. Joseph M. Kaplan, manager, Greater Los Angeles Chapter, National Safety Council, 3388 West Eighth St., Los Angeles 5, Calif.

Mar. 18-19, Ft. Wayne, Ind.

Northeastern Indiana Safety Conference and Exhibit. Ivan A. Martin, manager, Safety Council, Chamber of Commerce, Ft. Wayne 2.

Apr. 9-11, Gainesville, Fla.

Fifth Annual Conference on Accident Prevention Engineering (University of Florida). Donald B. Wilcox, conference coordinator, Dept. of Industrial Engineering, University of Florida, Gainesville, Fla.

Apr. 22-24, Columbus, Ohio

Twenty-eighth All-Ohio Safety Congress and Exhibit (Deshler-Hilton Hotel). Arthur W. Moon, congress manager, Room 611, Ohio Dept. Bldg., Columbus 15, Ohio.

Sept. 16-20, Copenhagen, Denmark

Fourth International Study Week in Traffic Engineering sponsored by World Touring and Automobile Organization, 12 Chesham Pl., London, SW1, England.

THE SAFETY LIBRARY

By Ruth Parks, Librarian, NSC

Books, pamphlets, and articles of interest to safety men.

Accidents

Congress Street Scores Safe First Year. *Cook County Highways,* p. 3, August, 1957. (Accident statistics in first year of operation. Accidents on other Cook County (Ill.) expressways compared with accidents on other roads.)

Bad Loading Blamed for Accident. *Commercial Car Journal,* p. 184, August, 1957. (Strip steel rolls off trailer. Strikes automobile and kills two occupants.)

Air Pollution

No Smoking Allowed. Eliot Smith. *Motor Transportation,* p. 24-25+, August, 1957. (California statute prohibits smoke from diesel trucks.)

Automobiles

Automobile Safety Device—Headrest to Prevent Whiplash Injury. Albert D. Ruedemann, Jr. *American Medical Association Journal,* p. 1889, August 24, 1957. (Description and illustration of headrest.)

Belts

Committee Concludes Hearings on Auto Safety Belts. *American Medical Association Journal,* p. 25-26, August 24, 1957. (A brief resume of the hearings.)

Pros and Cons of Automobile Seat Belts. C. J. O'Connor. *Traffic Digest & Review,* p. 10-11.

City Planning

An Approach to Solving Traffic Problems. W. F. Babcock. *Public Management,* p. 174-179, August, 1957.

Commercial Vehicles

A Control Program for Motor Vehicle Fleets. 24p., 1957. Association of Casualty and Surety Companies, 60 John Street, New York 38, New York.

How Sick Is Interstate Truck Safety? *Commercial Car Journal,* p. 72-73+. (Violators of ICC Safety Regulations covering interstate truck operations, including a safety check list.)

Community Safety

Texas Traffic Safety Council Established. *AAMVA Bulletin,* p. 4-5, July, 1957. (Established by act of Texas Legislature. Resume of provisions.)

Controlled Access

Controlled Access for Virginia's Interstate Highways, 17p., 1957. Department of Highways, Richmond, Virginia.

Drivers and Driving

Auto Drivers' Paper Tests. *Public Safety Memo No. 9.* 5p., 1957 revision. National Safety Council, 425 N. Michigan Avenue, Chicago 11, Illinois.

Intercorrelation of Driver Test Scores. *Research Report No. 58,* 8p., 1957. American Automobile Association, 1712 G Street, N.W., Washington 6, D. C. (Data from 1954, 1955, 1956 National Teenager Road-e-o.)

Television Teaches Better Driving. *Traffic Digest & Review,* p. 4-6, August, 1957. (Cincinnati presents complete driving course over TV.)

Washington State—Driver Examination Results. Robert O. Koch. *Traffic Digest & Review,* p. 12-13, August, 1957. (Shows relationship between original license instruction permits and first test failures.)

Driver Licenses

Improvement of the Drivers' Licensing Program. A. R. Lauer. *Police,* p. 45 54, Sept.-Oct., 1957.

Engineering

Performance Budgeting for Traffic Engineers. Dave Beers and John T. Hanna. *Traffic Engineering,* p. 514-516. (Expenditures by work program —for example Traffic Sign Installation in Richmond, Virginia.)

Facilities

Special Operational Problems on Controlled Access Facilities—Part II. Charles M. Noble. *Traffic Engineering,* p. 509-511, August, 1957. (Facilities for drivers as well as for fire, police, and maintenance.)

Fire Protection

Better Traffic Control Continues to Be the Fire Service's No. 1 Response Problem. Donald M. O'Brien. *Fire Engineering,* p. 792-793+, August, 1957. (The serious effect of traffic conditions and what cities are trying to do about it. New York's "Yellow Fare" and electronic controls.)

Improving Urban Traffic Conditions. *Special Interest Bulletin No. 273,* 2p., 1957. National Board of Fire Underwriters, 85 John Street, New York 38, New York. (Traffic problems of fire departments in meeting emergencies.)

Fog

Lighting Engineers Penetrate Fog for First Time. *Traffic Engineering,* p. 517-518, August, 1957. (Possibility of increasing visibility in fog on the highway.)

Helmets

The Effectiveness of Present-day Crash Helmets for Motorcyclists. K. N. Chandler and J. K. L. Thompson. 11p., 1957. Reprint from *Operational Research Quarterly,* June, 1957. Operational Research Society, 11 Park Lane, London W1, England.

Highways

Highways of the Future. Russell S. Deetz. *Municipal Signal Engineer,* p. 29-33. (Bulletin safety features and facilities to be similar to those of today's toll roads.)

A Plan for Ontario Highways. 58p., 1956. Department of Highways, Toronto, Ontario, Canada. (An engineering study of needs on King's Highways and secondary roads.)

Resurface Old Pavements with Concrete. 15p., 1957. Portland Cement Association, 33 W. Grand Avenue, Chicago 11, Illinois.

Roads for Safety. Verna Moxley Smith. *California Highway Patrolman,* p. 41-43, August, 1957. (Turnouts on hills for runaway cars and trucks.)

Rubber Roads—Can Save Your Life. Henry S. Galus. *American Mercury,* p. 42-45, September, 1957. (Durability, increased surface friction, shorter stopping distances, bus skidding, less icing and trial roads in America.)

Holidays

Death Takes No Holiday. Walter Ross. *McCall's,* p. 62+, September, 1957. (A patrolman reports what happened on the highways of Stark County, Ohio over Labor Day weekend.)

Enforcement Plan Cuts Holiday Traffic Accidents in Half. *Chicago Traffic Safety Review,* p. 1, August, 1957. (4th of July holiday July 3-9, 1957 and plans for Labor Day traffic program.)

Insurance

Safety Responsibility Experiences. Joseph P. Kelly. *Best's Insurance News—Fire and Casualty,* p. 72, August, 1957. (1956 experience in New York state.)

Legislation

Highway Safety Action by 1957 Legislatures. *AAMVA Bulletin,* p. 8-10, July, 1957.

Parking

The Parking Problem — Detroit Finds an Answer. Ron Hall. *Traffic Engineering,* p. 512-513+, August, 1957. (Additional lots, multi-level garages, underground parking, and the trend to greater municipal parking.)

Police

IACP Traffic Committee Decisions. *Traffic Digest & Review,* p. 7-8, August, 1957. (These concern enforcement, research funds projects, traffic control, juvenile violators, license plates.)

Research

Highway Research Review No. 4A, 74p., 1957. Highway Research Board, 2101 Constitution Avenue, Washington 6, D. C. (Provides a classified listing of research projects in progress or reported. A supplement to No. 4 issued November, 1955.)

School Buses

Student Driver Training (School Bus Trends). *Mass Transportation,* p. 48-50, August, 1957. (South Carolina trains student drivers and highway patrolmen selected as instructors.)

School Crossings

School Crossing Protection. *Traffic Engineering,* p. 530-535, August, 1957. (Interim report of Technical Committee 3-B, Institute of Traffic Engineers. Policies, education analysis and methods of control.)

Signs and Signals

Facts About Fir Plywood and Overlaid Plywood for Highway Signs. 1957 Douglas Fir Plywood Association, Tacoma 2, Washington. (A portfolio of data on specification, design, case histories.)

Use and Design Considerations of Overhead Signs and Markings. J. C. Bullock, Jr. *Roads and Streets,* p. 110-113+.

Tires

Tubeless Tires: Willett Likes Them. *Commercial Car Journal,* p. 86+, August, 1957. (Company reports fewer failures, longer mileage.)

Transportation

The Highway Transportation Story in Facts. 32p., 1957. National Highway.

U. S. Military Services

Air Force Prescribes Driver Improvement Course. *AAMVA Bulletin,* p. 1, July, 1957. (Compulsory for all under 25 years and problem drivers.)

An Effective Motor Vehicle Accident Prevention Program. George B. Ribble. *United States Armed Forces Medical Journal,* p. 1180-1188, August 1957. (Training program, tests and medical examinations.)

Addresses of Magazines Mentioned

AAMA Bulletin,
American Association of Motor Vehicle Administrators,
912 Barr Bldg.,
Washington 6, D. C.

American Medical Association *Journal,*
535 N. Dearborn St.,
Chicago, Ill.

American Mercury,
250 W. 57th St.,
New York 17, N. Y.

Best's Insurance News—Fire and Casualty,
Alfred M. Best Co.,
75 Fulton St., New York 38, N. Y.

California Highway Patrolman,
California Association of Highway Patrolmen,
1213 H. St., Sacramento, Calif.

Chicago Traffic Safety Review,
Citizens Traffic Safety Board,
20 N. Wacker Dr., Chicago 6, Ill.

Commercial Car Journal,
Chilton Co.,
Chestnut and 56th Sts.,
Philadelphia 39, Pa.

Cook County Highways,
Cook County Department of Highways,
130 N. Wells St., Chicago 6, Ill.

Fire Engineering,
Case-Shepperd-Mann Department,
305 E. 45th St.,
New York 17, N. Y.

McCall's
230 Park Ave.,
New York 17, N. Y.

Mass Transportation,
Hitchcock Publishing Co.,
Wheaton, Ill.

Motor Transportation,
727 W. 7th St.,
Los Angeles 17, Calif.

Police,
Charles C. Thomas,
301-327 E. Lawrence Ave.,
Springfield, Ill.

Police Management,
International City Managers' Assn.,
1313 E. 60th St., Chicago 37, Ill.

Roads and Streets,
Gillette Publications,
22 W. Maple St., Chicago 10, Ill.

Traffic Digest and Review,
Traffic Institute,
Northwestern University,
1704 Judson Ave.,
Evanston, Ill.

Traffic Engineering,
Institute of Traffic Engineers,
2029 K St., N. W.,
Washington 6, D. C.

United States Armed Forces Medical Journal,
Superintendent of Documents,
Procurement Station,
Government Printing Office,
Washington 25, D. C.

NEW... SAFETY EQUIPMENT

Publication of product announcements in this section should not be construed as endorsement or approval by the National Safety Council.

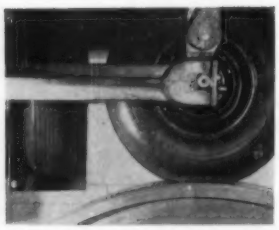
Sky-Walk

Sky-Walk is a pedestrian overpass designed to prevent injuries to pedestrians who must cross busy streets and highways.

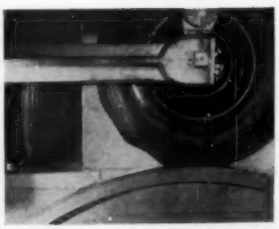
The inexpensive unit is engineered to span two, four, six or more lane thoroughfares, and is ready to be prefabricated as a structure that can be easily installed. It has been basically approved by the Michigan State Highway Department and by many safety officials.

It can be used by boards of education, factories, city governments and others. The suspended section is enclosed with heavy gauge cyclone fencing that prevents persons using it from accidentally or otherwise falling to the ground, water or pavement below. It is designed so that it can be quickly erected, dismantled and moved and the Sky-Walk has a moving joint that prevents temperature damage.

C. D. Scarlett Co., Inc., 4980 Park Lake Road, P. O. Box 688, East Lansing, Mich. (Item 41)



Long-Wearing High-Speed Tire



A new, high-speed tubeless passenger tire that, according to the manufacturer, "provides maximum safety at top turnpike speeds and yet gives long wear at regular speeds" is called the "Silvertown 125."

The ability of the new tire to absorb the punishment of abnormal speeds also makes it desirable for law enforcement officers. The tire has six nylon plies, two more than the conventional passenger tire. The point of shock or standing wave—a dangerous twisting or distorting of the tread which sets up at some speed in every tire—is set at a speed much faster than today's modern high-powered cars can travel without special tune up. The 6-ply nylon construction prevents formation of the wave before a relatively high speed has been reached.

The tread has the same tread depth found in standard tires which enables the tire to deliver the same mileage and wear in normal driving that motorists get from regular tires.

The cord body of the new tire is protected from the dangers of severe impact by a patented butyl inner liner. Instead of rapid air loss from a bruise blowout, the air escapes slowly enabling the motorist to come to a safe, slow stop.

B. F. Goodrich Tire Co., Akron, Ohio. (Item 42)

Safe-Trip-Seat

The intended use of this car chair is to facilitate safe, comfortable travel for children while in an automobile. The chair rides directly behind the front seat on the fioor so that children are within easy reach from any seat in the car. The chair will reduce the possibilities of injuries to children as a result of sudden stops, starts, turns and the accidental opening of doors and windows. The chair is high enough that children are not prevented from looking out the window.

The San-Kay Manufacturing Co., P. O. Box 13616, Dallas, Texas (Item 43)

Reflectorized Sign Letters

Following the equivalent of three years of on-the-road testing under all weather and climatic conditions, a new highly efficient reflectorized, demountable cut-out sign letter features improved characteristics for all road conditions.

It is designed to equal the latest criteria for daytime legibility combined with a night time reflectorized stroke width equal to Bureau of Public Roads Series "C."

Road testing shows that the letter delivers excellent visibility by day and night even when displayed under poor conditions. Structurally, the sign is of high strength, aircraft-type aluminum, alodized and finished in triple-coat baked enamel with reflectorization super-imposed. The letter is mounted flat on either wood or metal backing material. The design is also available in numerals, symbols and borders.

Traffic & Street Sign Co., Newark 5, N. J. (Item 44)

For More Information—Circle Item on the Reader Service Postcard

Flasher Lights

New engineering of the light source used in these two-way flasher lights has resulted in doubling the brilliance. They are used for warning signals on road, street, construction projects and in other safety hazards.

The economical light may be used near explosive vapors without danger because of the explosion proof construction. In battery replacement, there are no high voltage wires to remove or handle and the lights are moisture-proof, tamper-proof and weather-proof and will operate at any extremes of temperatures.

Gen-A-Matic Corp., 14741 Bessemer St., Van Nuys, Calif. (Item 45)

Child's Safety Vest

Actual, high speed crashes with simulated child dummies have shown the value of this safety vest.

They are manufactured in three sizes and were developed primarily for the youngster too small for a seat belt. The vests are made of nylon cotton making them lightweight, durable and washable. They are easy to get into—merely a quick zip up the back and the buckles are detachable leaving the child free to get out and walk around.

The addition of an emblem assists in the fascinating game of make-believe so that the child will be eager to wear the vest.

The vests are economical and will aid substantially in the reduction and severity of injuries resulting from auto accidents involving children.

Traffic Safety and Highway Improvement Department, Ford Motor Co., The American Road, Dearborn, Mich. (Item 46)

Electronic Traffic Signal Control

El-Tec is an electronic device that provides central control of stop-and-go traffic signals in congested cities and metropolitan areas.

The El-Tec device consists of a centrally located UHF radio transmitter sending microwave impulses to radio receivers installed in the intersection signal light boxes and linked to the signal changing mechanism.

By dialing the transmitter, the system functions as a normal or rush-hour traffic light regulator. A press of a push-button control turns and holds stoplights green along evacuation highways in the event of enemy attack, earthquake, flood, tornado or other disaster.

Another push-button control on the dashboard transmitter of an emergency vehicle turns stoplights green along the route of police and fire vehicles rushing to a trouble spot.

El-Tec also may be installed directly on emergency vehicles to provide mobile stoplight control as they move through busy city streets. The transmitter changes the signals to green several blocks ahead of the emergency vehicle route while turning cross-street signals red. The manufacturer claims that El-Tec is the only electronic traffic control system to obtain Federal Communications Commission type approval.

Mobil units will be provided for on-the-street demonstrations of El-Tec's civil defense and traffic regulation features while other units are actually installed in emergency vehicles and used in simulated emergency vehicle runs.

Electronic Protection, Inc., Subsidiary — Standard Coil Products Co., Inc., Melrose Park, Ill. (Item 47)

Line Marking Machine

This machine can lay safety and parking lines within a half inch of any barrier. It will also continue the line vertically by rolling up a curb, pillar or wall. The "Roll-On" eliminates hand painting to finish horizontal lines. It also assures automatic, quickly applied vertical lines where these are required in plants, on streets or other areas.

The machine will paint smooth, even lines with neat square-edges on many different surfaces. The roller comes in standard 2-, 3- and 4-inch widths. The flow of paint onto the roller is controlled by operator pressure on the trigger handle.

H. C. Sweet Co., 12345 Telegraph Road, Detroit 39, Mich. (Item 48)

News Items

Flex-O-Lite Mfg. Corp.

Charles R. Dernbach has been appointed Sales Manager by the Flex-O-Lite Manufacturing Corp., St. Louis, Missouri.

For the past four and one-half years Mr. Dernbach has been a representative for the Reflective Sheeting and Sign Division of Grote Manufacturing Company. His duties with his new employer will involve promotional work with high reflective index glass beads for application to regulatory, warning and guide signs.

The company makes reflective glass beads for highway markings and signs.

For More Information—Circle Item Number on the Reader Service Postcard

SAFETY PRODUCT LITERATURE

Safety Mirror

Bulletin describes a new safety mirror that was developed to eliminate blind spots, prevent accidents, and increase vision for safer school and intracity bus operation. The Safety Cross Mirror Co., Lombertville, Mich.

For more details circle No. 81 on enclosed return postal card.

Safety Light

To further promote highway safety and prevent accidents involving parked vehicles, a new plug-in type flashing light has been developed by the U-C Lite Manufacturing Co., 1050 W. Hubbard St., Chicago 22, Ill. Literature gives full details.

For more details circle No. 82 on enclosed return postal card.

Provides Safe Crossing For Emergency Vehicles

The driver of an emergency vehicle knows when an intersection is clear with an Eagle Natecs radio-controlled system. A transmitter on the vehicle beams the message to a receiver on the intersection signal. Operation is completely automatic. Eagle Signal Corp., Munic-Ipal Div., Moline, Ill.

For more details circle No. 83 on enclosed return postal card.

Accurate Car Count and Cash Control

Designed for use in public parking lots, Globe TDI Parkontrol checks combined with a TDI machine provide labor saving systems for accurate car count and cash control. The checks provide space for imprinting Time, "In," date and lot address. Globe Ticket Co., Philadelphia, Pa.

For more details circle No. 84 on enclosed return postal card.

Power-Safe Electric Brakes

Warner Electric Brake and Clutch Co., Beloit, Wis., announces a complete, fully illustrated story of Warner's newest electric brake designed for fail-safe applications. This authoritative 36-page illustrated report includes photographs, drawings, diagrams, and complete explanation of operation, selection factors, torque characteristics and controls.

For more details circle No. 85 on enclosed return postal card.

Traffic Signs

A new 16-page catalog G-57, features a new "Budget" line of silk screened traffic signs, including special signs for industry, parks, associations, and highway construction. Contents of the new catalog include all popular U. S. Standard wording and symbols as prescribed by the Manual on Uniform Traffic Control Devices. Grimm Stamp & Badge Co., 8104 Rosaline Ave., St. Louis 17, Mo.

For more details circle No. 86 on enclosed return postal card.

Eases Traffic Jams

A new depature in easing traffic jams on stretches where traffic flow is reversed mornings and evenings, is introduced by Riner Corp., 8 S. Michigan Ave., Chicago 3, Ill. Literature gives full details on the Flexible Traffic Lane Marker.

For more details circle No. 87 on enclosed return postal card.

Outboard Motors For Police Patrol

There are two new power classes in the Johnson '57 line—with five efficient outboard motors now delivering 18 or 35 hp. In all there are nine new motors, each equipped with a drive pin saving slip-clutch and protected against salt water corrosion. Literature gives full details. Johnson Motors, 240 Pershing Road, Waukegan, Ill.

For more details circle No. 88 on enclosed return postal card.

Portable Power for Fire Departments

How fire departments all over the country use Onan electric generating plants as standby emergency units, and for portable electric power to operate floodlights and tools, is described in this 20-page booklet. D. W. Onan & Sons, Inc., Minneapolis, Minn.

For more details circle No. 89 on enclosed return postal card.

Added Safety for Bridges, Parks, Parking Lots

USF Barrier-Beam and Universal-Beam guard rails for use on highways, parking lots, parks, bridges on approaches are described in this 12-page bulletin. United Steel Fabricators, Inc., Wooster, Mass.

For more details circle No. 90 on enclosed return postal card.

Traffic Control Equipment

In addition to a complete line of plain and reflected streetname signs and warning signs, Sargent-Sowell offers traffic signals, street marking stencils and buttons, traffic cones, line marking machines and traffic paint. Illustrated, 50-page catalog gives full details. Sargent-Sowell, P. O. Box 1176, Grand Prairie, Texas.

For more details circle No. 91 on enclosed return postal card.

Barricades for Every Repair Site

Sentry barricade equipment consists of baked enamel striped panels and stands which are inter-changeable with all Sentry accessories, such as extensions, lights, brackets and flags. The sturdy steel units are designed for easy handling and may be used on any type of job. Traffic Equipment Corp., 2064 S. Brannock St., Denver 23, Colo.

For more details circle No. 92 on enclosed return postal card.

Uniforms for Police, Firemen

Uniforms for policemen, firemen and other city employees last longer when they are made from Metcalf fabrics. The company's fabrics are certified for color fastness, uniformity of shade, abrasion resistance and thread count. Metcalf Bros. & Co., 1450 Broadway, New York 18, N. Y.

For more details circle No. 93 on enclosed return postal card.

New Life to Old Traffic Signs

Worn traffic signs can be made new again quickly and economically with reflectorized Grace "Ez-On" sign faces. These faces are made in two shapes, octagon and diamond, and in two sizes. Available colors include red and white or yellow and black. Grace Sign & Manufacturing Co., 3601 S. Second St., St. Louis 18, Mo.

For more details circle No. 94 on enclosed return postal card.

Police Motorcycle

A Solo-mounted motorcycle officer is a constant reminder to motorists to stay alert, obey the laws. He can wheel down the sidewalk to by-pass jammed-up cars, and solve small snarls before they get big. Harley-Davidson Motor Co., Milwaukee 1, Wis., have made available a free booklet, "More Effective 'Round-the-Clock' Police Power."

For more details circle No. 95 on enclosed return postal card.

For Cleaner Sweeping

Built for fast, low-cost operation, this maneuverable one-man machine rapidly sweeps parking lots, sidewalks, ramps and city garages. The unit sweeps up all loose dirt, dust and litter on-the-run. No water spray is needed. G. H. Tennant Co., 751 N. Lilac Drive, Minneapolis 22, Minn.

For more details circle No. 96 on enclosed return postal card.

Traffic Paint

Said to last up to eight times longer than ordinary traffic paint, Perma-Line is quickly and easily applied, permitting full traffic impact almost immediately. It provides economical safety markings that can be depended upon for full-time efficiency and protection. Veon Chemical Corp., 22-09 Bridge Plaza North, Long Island City 1, N. Y.

For more details circle No. 97 on enclosed return postal card.

Turns Street Lights On and Off

Automatic, dependable switching of street lighting circuits when illumination is needed, regardless of time of day, season or weather, is assured with Fisher-Pierce photoelectric lighting control. Literature gives full details. The Fisher-Pierce Co., Inc., 82 Pearl St., Boston 85, Mass.

For more details circle No. 98 on enclosed return postal card.

Emergency Safety Device

Called the "Flash-Glo," this device may be used for many emergencies such as disabled vehicles, industrial safety, highway and traffic patrols, etc. Provisions made for flexible shafts with red flags for day time safety. Tedcar Products Co., Box 209, Union, N. J.

For more details circle No. 99 on enclosed return postal card.

Time for Decision

From Page 38

now? There is an alternative to these hard facts. It is *federal* control of traffic. The American people have exported to the national government many of their problems which were not solved at the local and state level. There have been rumblings in that direction already.

The Roberts Committee of the House of Representatives was told by many witnesses that it, that is, the federal government, ought to take federal driver licensing authority on the interstate highway system. Fortunately, in our view, the Roberts Committee does not see it the same way. But how long can that go on? How long can the states and the communities fail to live up to their responsibilities and still expect the federal government to stay out?

The answers to these questions rest with citizen leaders who will help build public support for these official measures and will help imbue each driver and pedestrian with a sense of personal responsibility.

There are several questions that each of us has to answer. These questions are:

1. *Do you have influence in your community and your state?*
2. *Are you part of the problem? Or are you part of the solution?*

First Army Receives Award of Merit for Safety

The First United States Army has been awarded the Department of Army Award of Merit for Safety for the calendar year 1956. First Army has won the award four times since the award was established in 1950.

The award is given to Armies, technical services, installations and overseas commands which show significant reductions in accident rates.

First Army also received an "excellent" rating for the direct interest and participation in the safety program by its commander and staff, and for the quality of educational, promotional and training efforts directed towards greater safety.

As compared with 1954-1955 averages, Army aircraft accident rates decreased more than 74%; motor vehicle accidents dropped 17½%; and civilian injuries decreased nearly 9% for First Army personnel.

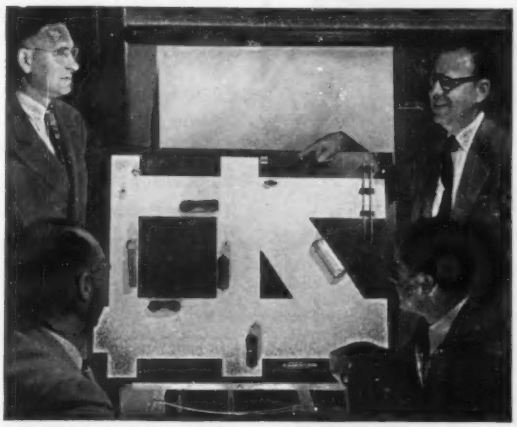
Net percentage reduction in all accident rates in the eight-state First Army area was 18% for 1956, as compared with 13% for 1955's average reduction over the two years preceding.

An official award ceremony will be held at First Army Headquarters in the near future.

Portsmouth "Safe Date" Club

The Portsmouth, Va., Safety Council has organized a "Safe Date" Club in the local high school. The youngsters have signed pledges not to ride with anyone who fails to observe safe driving rules.

Circle Item No. 9—Reader Service Card



THE "EYES" HAVE IT . . . .

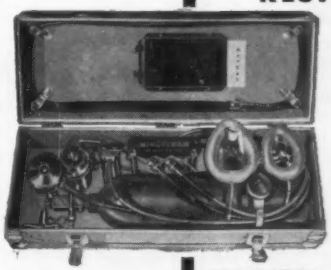
Here is an aid that has proven practical in teaching visually the principles of safety. It's simple, effective and works wonders in teaching your drivers.
The MAGNO SAF-T BOARD is the result of studies by outstanding safety instructors and engineers. Safety directors, traffic managers, driving instructors, insurance agents and adjusters get a clear picture of how accidents occurred visually by reconstruction of conditions.
It is now being used from coast to coast by fleet owners, insurance and public utility companies, colleges and schools, and many other concerns interested in public safety. Consisting of a BOARD with typical street intersections on one side. The other side is a BLACKBOARD on which any street or road situation can be drawn with chalk and then erased. It has scale models of vehicles, traffic markers and accessories that can be placed in any conceivable traffic situation.

Write for our folder. It contains full information.

MAGNO SAF-T BOARD© **EMIGSVILLE, PA.**

SEE US AT THE NATIONAL SAFETY CONGRESS IN BOOTH #221

FAST IMMEDIATE SERVICE IN RESPIRATORY EMERGENCIES



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(weighs only 30 pounds)

Especially designed in weight and size, for quick, easy application in cases of fume suffocation, gas poisoning, heart attacks, etc.

Write for FREE demonstration or pamphlet S-410.

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VITAL! DAY or NIGHT emergency device

3-IN-1 "FLASH-GLO" for TRAFFIC or PEDESTRIAN Safety!

it LIGHTS, FLAGS & REFLECTS

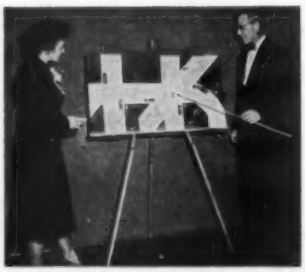
Baked-on enamel, red & white • Heavy gage steel • Reflectorized lettering for approaching lights • 2-way flashing top plus 2-way steady flashlights • 2-circuit switch for all-on or separate lighting • Easy-change 6-volt lantern battery • Straddles 4" hoses with legs collasped • Stands 20" extended; at headlight level • Flex-shafted red flags for day use • Small & compact; occupies less than cu. ft. of trunk space • Guaranteed • Ship. wt. 6-lbs.

"FLASH-GLO" — a Casualty Preventive!

M'f'd by TEDCAR PRODUCTS
Box 209, Union, N. J.

MAGNETIC

"VIZ-U-LIZER"



Board consists of (3) interchangeable sections—14" x 22" each—Enables you to simulate various intersections. Back has replica of 4 lane highway and blackboard surface for special situations.

World-wide acceptance by driver education instructors, insurance adjusters, lawyers, magistrates and safety engineers.

Scale model vehicles and traffic equipment supplied.

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Mail Bag

From Page 2

rainy weather produced increases of from 60 per cent to 180 per cent depending upon the amount of rainfall and the time of day at which it fell. If driver behavior in other parts of the country compares with driver behavior in Seattle the decrease in traffic fatalities during October of 1956 might reasonably be expected on the basis of the milder weather.

Since there is a large element of chance in determining whether an accident will involve a fatality, an injury, or merely property damage the number of fatalities offers a poor index of any changes in the accident picture. If your analysis had been city by city and had included a comparison of *total* accidents and weather, I am sure that you would have found an even closer relationship between weather and accidents than I found by comparing your graphs with local weather data.

Sincerely,
Daniel W. Julian
Seattle Traffic Eng. Office
Seattle, Wash.

Dear Sir:

I waited two or three months to see how your new magazine would progress under its new format. Now, I want to write and compliment you for one of the finest and most informative specialized magazines it has ever been my privilege to read.

Odell S. Hathaway
Vice President
Outdoor Advertising Assn.

Dear Sir:

Although I am not a professional "safety" man, I did enjoy reading your September 1957 edition very much, with one exception. I refer to the article on "Alcohol and Traffic Safety," by Dr. Horace E. Campbell.

Let's face it—people get into their automobiles either for employment or enjoyment and a tremendous group in this country find liquor a part of their enjoyment.

With suburban living growing by leaps and bounds, more and more drivers will be driving with alcohol in their system. Were they all caught and put into jail on the same day, a revolution in thinking would occur.

I am opposed to fabulous fines or examples as a means of promoting highway safety. I say—let the punishment fit the crime. Reckless driving by drinkers is still reckless driving and can be punished accordingly.

Let's be honest—what would happen if the police sampled *all* drivers leaving our fashionable country clubs on a Saturday night according to the proposed program Dr. Campbell outlines?

H. W. Hughes, Jr.
N. Highlands, Calif.

Dear Sir:

I would like to add my congratulations to the many you must be receiving, and commend you and your staff on your new publication.

I feel certain that TRAFFIC SAFETY will be a great success. It will serve the broad and very important field of traffic safety and accident prevention methods. It will be most educational and informative to personnel working in the traffic safety field.

Stanley J. Orzechowski
Sgt., Traffic Safety Police Div.
Department of Public Safety
Oregon City, Ore.

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REFLECTIVE

YOUR TOWN
YOUR STATE

No. 5467

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Operation Safety

Free to all interested organizations, these pattern radio scripts, news releases and mats, as well as sample leaflets and other materials, were formerly included in the quarterly Operation Safety kits. Check the box in card #2 for your materials.

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—are included for your benefit to help you solve accident problems. To get full information on a product in which you are especially interested, circle the corresponding page number on the Reader Service Postcard.

New Safety Equipment

—shown in the special section, has been carefully reviewed. Only new products or newsworthy improvements in existing equipment are considered eligible for inclusion in this listing.

Safety Product Literature

—are catalogs, brochures, spec sheets and booklets describing equipment and services to help you solve your traffic safety problems. You can build a valuable reference file with these free publications.

1

NOVEMBER, 1957

NOTE—TRAFFIC SAFETY is the successor to PUBLIC SAFETY Magazine. Subscribers to Public Safety will receive the new publication until their current membership or separate subscription expires.

Prices are subject to a 10% discount to National Safety Council Members

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Subscription (12 issues) ea.....	$4.50	$3.59	$2.80

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2

November, 1957
(good until January 31, 1958)

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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

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41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60

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Although the Council does not test or examine the products advertised or mentioned in the editorial features, staff engineers and technicians review all product information in an effort to determine that descriptions and performance claims are accurate. It should not be construed, however, that commercial products are approved or endorsed by the National Safety Council.

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The result of five years of research and development, they were fully tested for 24 months with the cooperation of highway and traffic engineers. Already they are in use in several states and in many cities throughout the country. A trial order will convince you. Write us today for details and free Specifications Booklet.

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1. Marked resistance to high humidity
2. Flow freely through dispensing equipment
3. Store for unlimited periods without agglomerating
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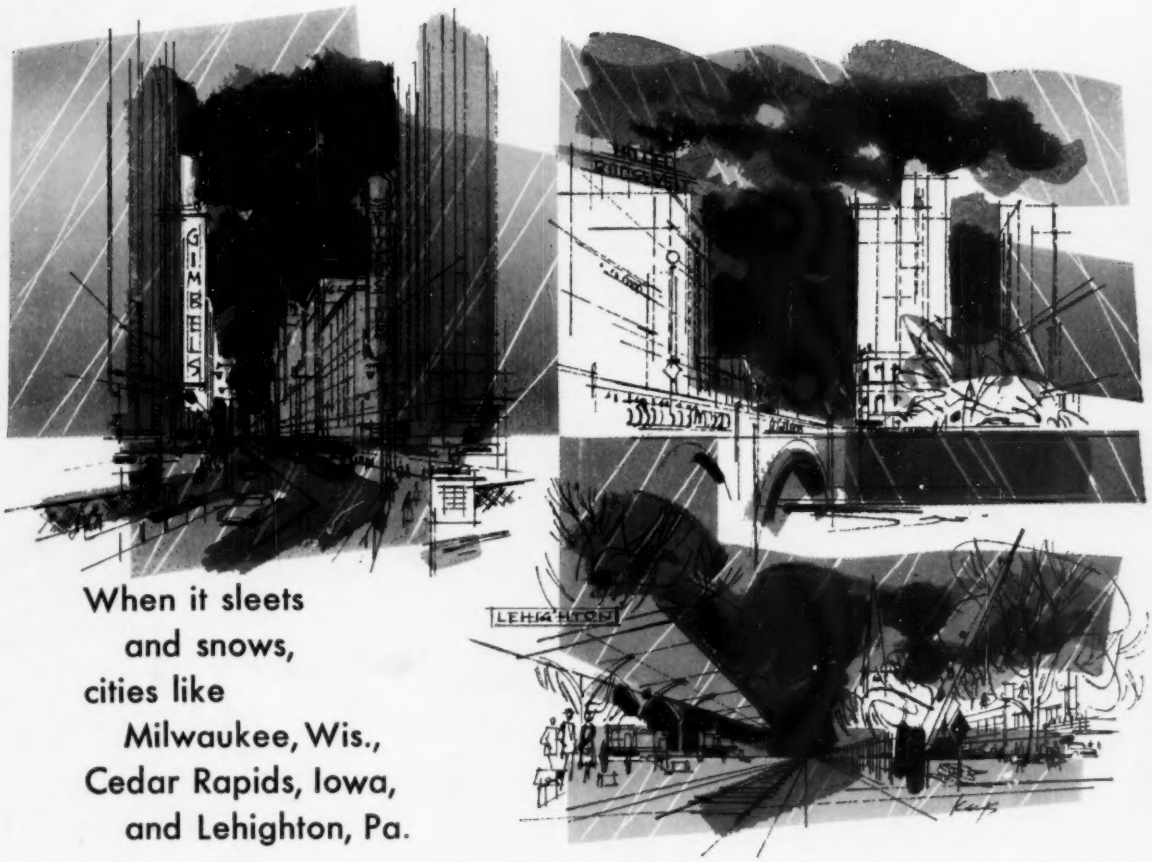

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☐ *I would like a Morton representative to advise me on how best to stockpile Morton Rock Salt for my town.*

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